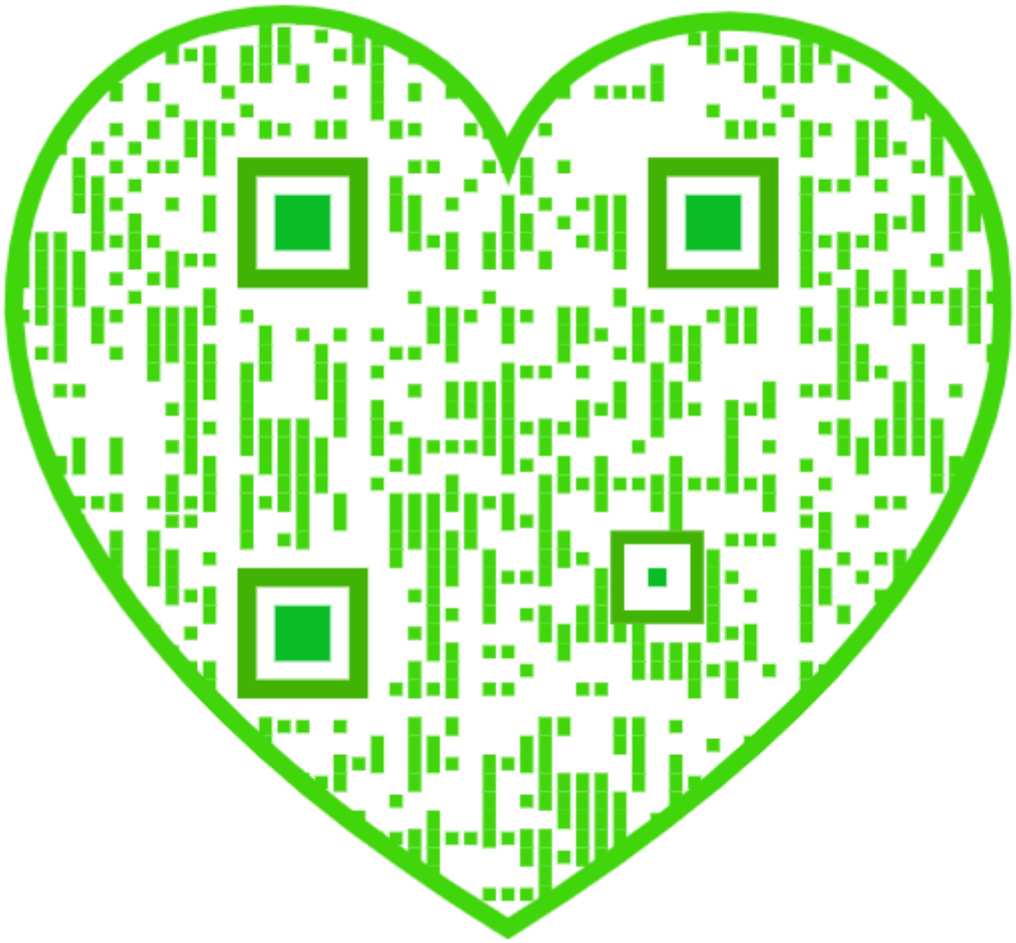

The Journalist's Creed

I believe in the profession of journalism.

I believe that the public journal is a public trust; that all connected with it are, to the full measure of their responsibility, trustees for the public; that acceptance of lesser service than the public service is betrayal of this trust.

I believe that clear thinking and clear statement, accuracy and fairness, are fundamental to good journalism.

I believe that a journalist should write only what he holds in his heart to be true.

I believe that suppression of the news, for any consideration other than the welfare of society, is indefensible.

I believe that no one should write as a journalist what he would not say as a gentleman; that bribery by one's own pocketbook is as much to be avoided as bribery by the pocketbook of another; that individual responsibility may not be escaped by pleading another's instructions or another's dividends.

I believe that advertising, news and editorial columns should alike serve the best interests of readers; that a single standard of helpful truth and cleanness should prevail for all; that the supreme test of good journalism is the measure of its public service.

I believe that the journalism which succeeds best---and best deserves success---fears God and honors man; is stoutly independent, unmoved by pride of opinion or greed of power, constructive, tolerant but never careless, self-controlled, patient, always respectful of its readers but always unafraid; is quickly indignant at injustice; is unswayed by the appeal of privilege or the clamor of the mob; seeks to give every man a chance and, as far as law and honest wage and recognition of human brotherhood can make it so, an equal chance; is profoundly patriotic while sincerely promoting international good will and cementing world-comradeship; is a journalism of humanity, of and for today's world.

Walter Williams

The School of Journalism
University of Missouri

Twenty Years of
Education for Journalism

A History of the School of Journalism
of the University of Missouri
Columbia, Missouri,
U. S. A.

BY

SARA LOCKWOOD WILLIAMS, B. J.

Late Assistant Professor of Journalism,
University of Missouri.

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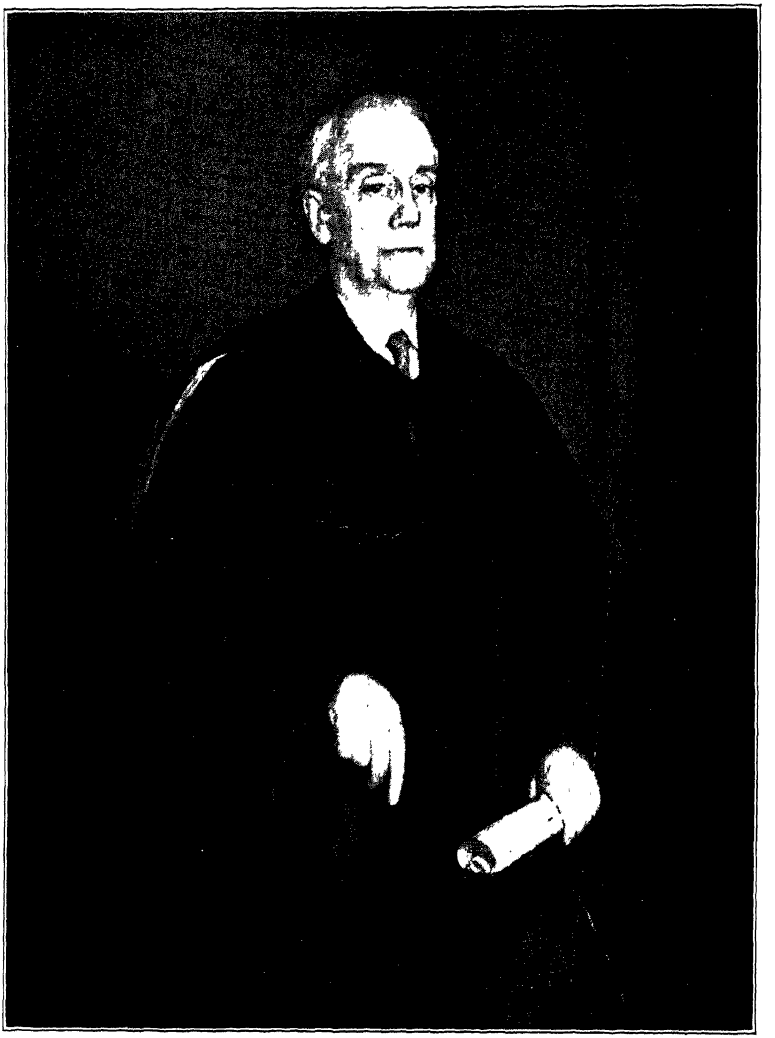
PREFACE

No record has hitherto been published of the origin and growth of the University of Missouri School of Journalism through its twenty years, 1908 to 1928. In this volume we have collected and hope to preserve facts relative to the teaching of journalism at Missouri University from earliest beginnings to date. The data contained herein has been selected and compiled from: University of Missouri catalogs and official announcements; minutes of the meetings of the University's Board of Curators; printed proceedings of the Missouri Press Association; Journalism Bulletins; files of the University Missourian and other newspapers; from letters and clippings; and from notes and memory of Dean Walter Williams and other members of the School of Journalism faculty.

Historic basic facts are given herein, not written with the thought to entertain readers, but to put on record information of value to the University of Missouri and its School of Journalism and of especial interest to its alumni and students. It may prove of interest also to those connected with schools and departments of journalism elsewhere as well as to men and women practicing journalism and seeking to study the development in professional education.

S. L. W.



From the portrait of Dean Walter Williams, founder of the first school of journalism in the world, painted by Charles F. Galt and presented to the University of Missouri School of Journalism by its alumni in 1926.

PART I

CHAPTER I

The First School of Journalism

Just one hundred years after journalism crossed the Mississippi River, with the founding of the Missouri Gazette at St. Louis July 12, 1808, the first organized university school of journalism in the world offering a degree in journalism, was established at the University of Missouri. In 1928 the twentieth anniversary of its founding was commemorated during the annual Journalism Week program at this University.

However, full thirty years before the official establishment of the specialized school, Missouri University offered its first courses in journalism. Intermittently throughout the period of 1878 to 1908 interest in professional journalism education had its ups and downs. For several years there were definite courses offered in the English department, then dropped when a particular professor resigned. Again there were series of lectures by prominent newspaper men brought from various parts of the country. For a number of years previous to the actual opening of the School of Journalism there were petitions circulated by students asking for such professional training, and the Missouri Press Association actively favored the establishment of a chair of journalism in the University of Missouri. Through the influence of this association such a chair was established by the University Board of Curators in 1898. However, sufficient funds were not then granted by the State Legislature to make the chair an actuality and it was not until 1908 that the School was founded and began functioning.

Other universities and colleges have claimed "the first school of journalism," but in all cases the claim goes back merely to the idea of having such a department, or, oftener, to teaching of one or two courses in journalism,

and not to the actual organization of a separate professional school offering a degree in journalism.

To General Robert E. Lee is given the credit for conceiving the idea of instruction in journalism. Dr. James Melvin Lee, director of the department of journalism at New York University, in a bulletin published in 1918 by the U. S. Bureau of Education* says:

"The reconstruction period of American history saw the first attempt on the part of an institution of higher education to add technical instruction in journalism to the curriculum. Strangely enough, the attempt was made in the South, at what was then known as Washington College, but what is today Washington and Lee University. Gen. Robert E. Lee had been made president of this college, and was seeking to train the youth of the South, not in the ways of war but in those of peace. Convinced that the press could aid greatly in the solutions of the problems then confronting the South, he sent to the board of trustees of Washington College the following recommendation on March 30, 1869:

> "'I beg leave to submit for your consideration several propositions from the faculty which would not have been presented until your regular meeting in June but for the fact that, should they receive your approbation, the necessary changes in the catalog of the present session, now preparing for publication, will be made. The proposition recommending the institution of 50 scholarships for young men proposing to make printing and journalism their life work and profession . . . I will only add that the foregoing subjects have been maturely considered by the faculty and have received their unanimous assent.
>
> "'Respectfully submitted,
> (Signed) R. E. Lee,
> "'Pres. W. C.'"

"The board of trustees upon receipt of President Lee's letter adopted the following resolutions, already passed by the faculty of Washington College:

"'*Resolved,* That the board of trustees be requested to authorize the faculty to appoint to scholarships, to be called ..... scholarships, not exceeding 50 in

*"Instruction in Journalism in Institutions of Higher Education" by James Melvin Lee, U. S. Bulletin No. 21, 1918.

number, young men intending to make practical printing and journalism their business in life, such scholarships to be free from tuition and college fees on condition that, when required by the faculty, they shall perform such disciplinary duties as may be assigned them in a printing office or in other positions in the line of their profession for a time equal to one hour in each working day.

" '*Resolved,* That the board of trustees be requested in order to carry the foregoing provision into effect, to make such arrangements for or with a printing office as may afford practical instruction and, so far as practicable, compensated employment in their business to such young men.'

"At the June meeting of the board the faculty reported, on press scholarships, that a 'limited number of boys can receive instruction in the printing office of Messrs. Lafferty & Co., in this town, for the present, without charge or cost to the college.' Notices about such instruction in journalism appeared in the catalog of Washington College until 1878."

Two points in this first announcement of college instruction in journalism have carried through to modern times in journalistic education: First, practical instruction was to supplement work in the class room; second, the use of the preposition "for" in "to make such arrangements for or with a printing office as may afford practical instruction" shows that General Lee had a vision of a printing plant that might, at a later date, be installed at Washington College.

General Lee's vision, however, resulted in the awarding of journalistic scholarships only for a few years. It was not until 1925 that this college appointed a professor of journalism* and established a journalism laboratory.

A "school," according to the definition of the Association of American Universities, is a separate academic unit with a dean, director or chairman, a separate faculty

*Roscoe B. Ellard, who received his A. B. and B. J. degrees at the University of Missouri in 1917.

and a separate curriculum leading to a separate professional degree, the courses being based upon at least two years of college work. A "department" is a separate academic unit within a school or college, with a chairman or other presiding officer. A "course" is a subject within a department or college or division, taught by an individual instructor. Courses in journalism were offered at the University of Missouri as early as 1878, but the first School of Journalism in the world was established here in 1908.

In the last two decades professional education for journalism has grown increasingly popular until today more than two hundred and thirty universities and colleges in the United States offer courses in journalism, while fifty-five have schools and departments.

"Prior to 1910," says an editorial in the Journalism Bulletin,* "it is generally known that conditions in education for journalism were bad, that few journalism schools were equipped to provide a comprehensive education for the profession. At that time there were only four departments or schools of journalism in the country. Missouri had a school of journalism offering the degree of bachelor of journalism; Wisconsin had a program of studies known as Courses in Journalism which included instruction in reporting, editing, history and principles of journalism; New York University had just opened a department of journalism; in the far west a department was engaged in its first year of work at the University of Washington. Other institutions offering one or more classes in journalism included Ohio, Nebraska, Cornell, Michigan, Indiana, Illinois, Kansas, Kansas State Agricultural College, Pennsylvania, North Dakota, Bessie Tift, DePauw, Oklahoma and Colorado. Little recognition was given the work by the universities of which the instruction was a part, or by the professions for which students

*The Journalism Bulletin, November, 1927; published by the American Association of Schools and Departments of Journalism and the American Association of Teachers of Journalism. Lawrence W. Murphy, Editor.

were trying to prepare. Schools had been approved in theory by a number of educators such as President Charles W. Eliot of Harvard, President Andrew D. White of Cornell, and Gen. Robert E. Lee, president of what has since become Washington and Lee University, and by such newspaper men as Whitelaw Reid and Joseph Pulitzer, but little headway had been made with the actual work of the professional course and that headway was confined to a very small number of institutions.

"The one school of journalism and the three departments of journalism which existed in 1910 were producing fewer than twenty-five graduates a year and the list of institutions which gave one or more classes was producing not more than twenty alumni who took up journalism. At that time there were no national organizations of teachers of journalism, no organization of schools and departments, and no publication of any sort designed for teachers of journalism.

"With this small beginning, and with a professional alumni body of less than two hundred interested in the upbuilding of the professional school after experience in the study of journalism as a university subject, the instruction entered a period of adjustment and expansion which overcame many of the flaws of the pioneer systems and brought distribution of professional instruction in journalism on a national scale. During the period ending in 1920, twenty-eight of the present list of schools were offering the equivalent of a major in journalism or more. They were graduating approximately three hundred students a year and had a total enrollment in all classes of about two thousand students.

"The period of participation by the United States in the World War was one of trial and transition for the school. The experience of the public with the power of the press during this period and the return of mature students to schools of journalism after the war, were factors in giving a new dignity to the professional work.

"During the period 1910 to 1920 the growth of schools of journalism may be indicated by the following table

which shows the number of schools, departments, and professional four-year courses in order of establishment.

TABLE OF GROWTH.

Year	No. "Schools."	Members AASDJ
1910	4	0
1911	7	0
1912	10	0
1913	11	0
1914	15	0
1915	19	0
1916	19	5
1917	24	7
1918	26	9
1919	28	10
1920	28	10

"In 1920 professional instruction in journalism had passed through the experimental stage and had won the confidence of the press and the public. But there was little standardization in the various courses, no attempt at requiring an 'interneship' period before graduation, and no general acceptance by the twenty-eight schools of a minimum prescription of journalism or general studies. In general, the cultural and disciplinary studies required for the bachelor of arts degree were adopted by schools of journalism as a temporary list and a major of from sixteen to thirty hours in journalism was required. The difference between sixteen and thirty hours is so great, however, as to mark a point of disagreement between the teachers of various schools. One represents one-eighth of a four-year program, the other one-fourth. It might be observed here that the school requiring thirty hours produced three times as many journalists as the one requiring sixteen hours, and did so both in actual numbers and in percentage of total number of graduates.

"The idea had crystallized by 1920 that a four year course in preparation for journalism was a mere step toward the school of the future and that the school which would ultimately flourish would be one requiring five years work for graduation, three of them of a general

character and two of them in a professional school or college.

"Paralleling the growth of professional courses was the growth of scattered courses offered without relation to a program of studies in connection with graduation in journalism. In 1912, the year in which the American Conference of Teachers of Journalism was formally organized, Dean Walter Williams prepared a report showing that the following institutions were offering instruction in journalism in some form: Beloit College, Universities of California, Colorado, Columbia, DePauw, Iowa State College, Universities of Illinois, Indiana, Kansas, Kansas State Agricultural College, Universities of Kentucky, Louisiana, Maine, Marquette, Massachusetts Agricultural College, Universities of Michigan, Missouri, Nebraska, North Carolina, Oklahoma, Oregon, Pennsylvania, Pittsburg, North Dakota, Notre Dame, Ohio State, South Dakota, Utah, Washington, Wisconsin, New York, and Southern California.

"In three of these institutions, Marquette, Columbia and Missouri, instruction in journalism was organized in the form of a professional school and in seven others it was a separate department—Oregon, Notre Dame, Kansas, Washington, Wisconsin, Iowa State and Kansas State. This report was based on a list of questions sent to two hundred colleges and universities. Following this meeting, which was held at Chicago, November 30, 1912, James Melvin Lee issued a postscript to the association news letter giving a list of teachers of journalism. The list included thirty-one names. The meeting was attended by eighteen teachers.

"In 1916, the year before war conditions disturbed enrollment figures and school activity, the professional school had begun to stand out sharply from the non-professional institutions. The ten largest professional schools were reported in December of that year as having the following enrollments: Missouri 236; Washington 226; Iowa State 199; Wisconsin 178; Kansas 157; Columbia 151; Michigan 142; Oregon 130; Ohio State 104. These

totals, in some cases, were figured on the basis of class card enrollments and not on the basis of professional student taking the full list of journalism and general studies, but they offer an index to relative size and health at that time. During that year twelve institutions added instruction in journalism to their list of studies. None of the twelve established a professional system of study.

"In 1918 instruction in journalism was being offered in thirty-one state universities, seventeen state colleges and schools, and forty-three endowed colleges and universities, according to a study of catalogs, and a bulletin issued by the United States Bureau of Education, which was prepared by James Melvin Lee. Of these institutions twenty-six were offering the equivalent of a major, or more, in journalism. The total number of professional and non-professional groups was ninety-one.

"By 1920 the number of schools offering some form of journalism had increased to one hundred thirty-one. Of this number twenty-eight were schools now in the list of those offering professional courses.

"The period from 1920 to 1927 has brought the greatest expansion and improvement in the professional programs of study. The list of schools giving professional preparation has increased to fifty-four and the total number has increased from one hundred thirty-one to two hundred thirty. Comparison of the status in 1920 and 1927 may be made by a study of the statistical report which appears in this issue. The tendency to establish distinct schools of journalism is clearly defined and follows the policy for development of a standard course which was announced by the Council on Education for Journalism in 1924. The general movement is toward the five year curriculum with the last two years in a professional school of journalism.

"The higher requirements and standards which will be attached to the five year program cannot be enforced at the present time because of economic and social conditions over which journalism faculties exercise no control. The highest form of administrative unit practical at this

time is the four-year course with two years under the direction of the school of journalism. Such a course may go five or ten credits beyond the regular four year program of the one hundred twenty or one hundred thirty credit college but it cannot hold the professional students in school for five years in large enough numbers to be of value to the profession. Students who are able to stay longer than four years are encouraged under this system to take advanced work in the graduate divisions. An exception to the above rule may be made in the case of students who seek more than one bachelor's degree. Each year a number of students with the bachelor of arts and bachelor of science degree enrolls in journalism schools for the purpose of obtaining a bachelor's degree of journalism. The result of such enrollment is the possession of a five year university education which includes the professional program of studies.

"The practical standard which is endorsed by the teachers of longest newspaper and teaching experience is the professional school or college of journalism offering a degree course in journalism, with study, under successful journalist, in reporting, copy reading, feature writing, law of the press, advertising, editorial writing, history of journalism and ethics or principles of journalism, and emphasizing study of history, economics, government and politics, sociology, natural science, psychology, and philosophy. The type of school endorsed is one that has standing as a separate academic unit with a dean, director or professor at its head. The statement of principles and standards of education in journalism, including general principles and twelve specific rules for the guidance of schools seeking to conform to the principles, was printed in the Bulletin for January, 1925. The essential features of the liberal arts education are included in the curriculum of the standard school.

"During the past twenty-seven years education for journalism has been rescued from the hit and miss system of the newspaper office and placed upon a sound professional and disciplinary basis in leading universities of

the country. Entering upon its professional status as a subject of university study nearly one hundred years after the professions of law and medicine it has made more rapid progress than either one. The first chair of medicine was established in 1785 at the University of Pennsylvania, and the first law school was established at Litchfield, Connecticut, in 1784, later to be abandoned and to be followed by the first permanent school at Harvard in 1817. The first chair of journalism was established in 1869 at Washington University, Lexington, Virginia, by General Robert E. Lee, then president of the institution. It was abandoned several years later and after a number of experiments the Universities of Missouri and Wisconsin built up professional systems of study which were well developed in 1908, Missouri having the first regularly organized school offering the bachelor of journalism degree. At the present time there are seventy-three Class A colleges of medicine in the United States and forty-six Class A schools of law. According to the present tabulation of journalistic education there are fifty-four schools which are serious contenders for Class A rating."

CHAPTER II

Beginning Journalism Instruction at Missouri University

To Professor David R. McAnally, Jr.,* is given the credit of establishing the first course in journalism at the University of Missouri. A professor in the English department, he was greatly interested in writing for the press and in the methods of newspaper writing. In a class in Political Economy he used reporting methods. The University catalog explained the course thus: "Political Economy, taught by means of lectures, of which the students are required to make copious notes, to be worked up into essays, theses, and similar expositions. The habit of reporting the lectures is found beneficial in the highest degree, since it contributes to accuracy in thought and statement, and furnishes no small amount of exercises in practical composition."

In the school year of 1879-80 Professor McAnally offered for the first time a course in History of Journalism. It was placed with general literature subjects including: Chaucer, Bacon, History of Drama, Shakespeare and Milton. The catalog described it: "History of Journalism—Lectures with practical explanations of daily newspaper life. The Spectator, the London Times, the New York Herald." This course continued to be offered from 1879 through the school year of 1884-85, at the close

*David R. McAnally, Jr., was a son of David Rice McAnally, founder of the Carondelet (Mo.) Methodist Church and editor of the St. Louis Christian Advocate from 1851 until his death in 1895. The son was a special writer for the St. Louis Globe-Democrat for many years and for various religious publications. He was a close student of history and of the Bible. He was an instructor in the University of Missouri from 1877 to 1885. He served as head of the department of English and also as head of the department of education. He resigned from the University to return to newspaper work. He died in St. Louis in February, 1909.

of which McAnally retired from the University faculty to become an editorial writer on the St. Louis Globe-Democrat.

An essay award known as the "McAnally Medal" was established in the University in 1886 in honor of Professor McAnally. The subject for the first contest was: "Addison as a Journalist." For several years the subjects related to journalism but gradually became more academic and general.

In these early times there came to the University various suggestions for the establishment of professional training in journalism and requests for organized courses and even a department of journalism. The Hon. L. M. Lawson, a banker of New York City and an alumnus of the University of Missouri, in an address delivered in Columbia June 4, 1879, encouraged the establishment of such courses. "May we not," he said, "see the increasing volume and influence of newspaper and periodical literature soon place the profession of journalism within the sphere of university training? We are inspired with the hope that the beneficence of the State will soon supplement the wisdom and abilities of the faculty and the intelligence of the curators in making this place the famed seat of polite learning, to attract such multitudes as in former times flowed to Bologna and Paris and Oxford and Salamanca."

In the files of the late Hon. James S. Rollins, founder of the University of Missouri, there was found a letter on this subject dated May 19, 1883, and written, evidently in answer to one from Mr. Rollins, by John A. Dillon of St. Louis, known as one of the most brilliant journalists of his day. The letter reads in part:

"I do not agree with you about the possibility of a professorship of journalism at the University. Only a journalist could qualify as a professor, and it is the fixed conviction of every one of us that we are like the poets, 'born, not made'; moreover, every journalist holds that when he was born, the seed gave out. Seriously, there is a racial instinct of animosity between the daily paper

editor and the college professor; it is dying out in the East where journalism is in the hands of college men; in the west the papers are still in the era of Horace Greeley: 'of all horned cattle, deliver me from a college graduate.'

"But a professorship of modern politics and modern history might turn out better journalists than a professorship of journalism if the professor made his class study the history of last year and of last month and of last week, and if he taught them the political history of Jim Blaine and George Vest as well as the politics of Hamilton and Jefferson. That would bring the college nearer the newspaper and the newspaper nearer to the college—to the great improvement of both. The one fixed idea which has settled in my head during the eleven years of daily journalistic preaching, has been that idea not of a professorship of journalism as you suggest, but of a professorship of the history and politics with which chiefly journalism must occupy itself; and I would make that course obligatory on all undergraduates."

Mr. Dillon's letter expressed something of the general attitude of the early press toward instruction in journalism. At the same time it stresses the importance of general education and particularly education in economic and political history, just as the schools and departments of journalism today lay emphasis on such "allied" courses.

From the time Professor McAnally left the University in 1885 until 1896 there is no record of any purely journalistic courses being offered, although classes dealing incidentally with news writing were given in the English department in 1891 by Professor E. A. Allen; in 1892-93 by Professors G. A. Wauchope and E. W. Bowen, and until 1900 by Professors H. M. Belden and H. C. Penn.

On January 10, 1895, Senator Charles E. Yeater of Sedalia, Mo., introduced a bill into the State Senate which would establish a Chair of Journalism at the University of Missouri and empower the granting of a degree of Bachelor of Journalism. It provided that no sum be appropriated out of the state treasury for the purpose and that the expense of establishing such Chair should be paid

out of the current revenues of the University. The bill was defeated.

In the printed record of the proceedings of the Missouri Press Association for the year 1896 there appeared the notation that E. W. Stephens, publisher of the Columbia Herald, addressed the convention on Wednesday, June 10, 1896, on "The School of Journalism." The next day a resolution was proposed by W. O. L. Jewett of the Shelbina Democrat and unanimously passed by the convention. The resolution follows:

"*Resolved,* That this Association looks favorably upon the plan to devote a chair in our State University to Journalism, and that the president is hereby requested to appoint a committee of three to press the subject upon the attention of the curators of that institution."

Upon motion, the committee was made to include eight men, rather than three, including the president of the Missouri Press Association. The committee was: E. W. Stephens, A. A. Lesueur, W. O. L. Jewett, Walter Williams, Joseph Flynn, W. J. Powell, W. L. Thomas, George W. Trigg, and Henry W. Ewing, president of the association.

It is also to be noted in these records that a resolution of similar nature appeared each year until the Chair of Journalism was established by the Board of Curators of the University of Missouri. In the proceedings of the Executive Board for February 23, 1898, is the following notation: "In response to a request from the executive committee of the Missouri Press Association it is ordered that a Chair of Journalism be established in the University and that Messrs. R. H. Jesse, H. J. Waters and E. W. Stephens be appointed a committee to formulate in outline a course in journalism to be published in the next catalog and offered as soon as finances of the University will permit." Dr. Jesse was then president of the University, Dr. Waters was dean of the College of Agriculture, and Mr. Stephens was proprietor of the Columbia Herald and former member of the Board of Curators of Missouri University. On March 30, 1898, the proceedings announced,

"The committee heretofore appointed to formulate in outline a course in journalism, submitted the course adopted by them which is approved and its publication authorized in the forthcoming catalog."

Following this announcement, the Missouri Press Association adopted further resolutions to bring pressure to bear upon the State Legislature to appropriate funds for the support of this department of journalism. The funds, however, were not forthcoming, and the "chair" did not materialize. Although the University catalogs for 1898-99-1900 carried an announcement of the new department, no faculty was appointed and the courses were not actually given. The announcement outlined the following courses:

"Art and History of Newspaper Making: The History of printing and the evolution of the newspaper. Typography, Presswork, and Engraving.

"Newspaper Making: Business management, cost and revenue, advertising, editorials, reporting, clipping from exchanges, method of criticism.

"Newspaper Practice: Exercises in editing copy, handling telegraph service, condensation, interviewing, gathering news.

"Current Topics: Constitutional law, political science, history of the United States, and of Missouri. Economic questions, the libel law, and other laws pertaining to newspapers. Live issues in the United States and foreign countries. A study of the best newspaper models and lectures by men engaged in the profession."

The announcement also pointed out that a thorough knowledge of English and general literature is indispensable to every journalist, and gave a statement of Arts and Science courses which the journalist must take, in addition to professional work.

Interest in the study and practice of journalism was manifest in the University of Missouri throughout these years. Various student publications, newspapers or magazines, were issued and every now and then groups

of students would petition the faculty or Board of Curators for courses in journalism.

During 1905 and 1906 various notations in the minutes of the University's executive board showed a persistent attempt to include journalism in the curriculum. In the minutes of July 24, 1905, this appeared: "It is ordered that Messrs. (Walter) Williams and (J. C.) Jones be appointed a committee to pass upon and provide for a course in journalism with full power to act." Mr. Williams was then editor of the Columbia Herald and a member of the University Board of Curators. Dr. Jones was dean of the College of Arts and Science. Again on October 31, 1905: "Upon the recommendation of Mr. Williams it was ordered that Dr. Frank P. Graves (professor of Education) be added to the committee on instruction and courses in journalism."

The slow progress is shown by this notation on November 29, 1905: "It is ordered that the committee on courses in journalism, consisting of Messrs. Williams, Jones and Graves, be continued for another year."

On June 7, 1906, the executive board requested: "President Jesse to collect the lectures delivered in the courses in journalism during the last session, or abstracts of the same and have them printed in a limited edition for distribution." And on June 23, 1906, it was ordered that Messrs. Williams, Jones and Graves constitute a committee with authority to secure lecturers in the course in journalism.

Thus in the school year of 1905-06 and in the subsequent years prominent journalists, many of them graduates of the University of Missouri, were brought to the University to lecture. Often they lectured during the regular convocation hour to all students and later in the day talked on more specific phases of journalism to smaller groups. The addresses were arranged in a series presenting the different phases of newspaper work and management. Capt. Henry King, editor of the St. Louis Globe-Democrat, was one of the first speakers. A number of years afterward he wrote: "One of the things in my

career that I regard with some pride is the fact that I had the honor of delivering the initial address in the School of Journalism series at Columbia and I expressed the hope that journalism would be taught there by the practical method of publishing a daily newspaper. My belief is that this is the best, if not the only way to reach useful and satisfactory results." He was in thorough sympathy with the undertaking and said that he was glad to note that Missouri University was to try journalism education.

Among the alumni who lectured were: Thomas F. Millard, then Spanish-American war correspondent for Scribner's Magazine, and W. E. Moore, then city editor of the Chicago Inter-Ocean.

Another of the speakers was George S. Johns, editor of the St. Louis Post-Dispatch. At the conclusion of his address he announced that the Post-Dispatch had conceived the idea of inviting nine students from among those most interested in journalism at the University of Missouri to be its guests in St. Louis for a few days. During this time the nine men would be shown the newspaper business from cellar to attic and would actually work in the various departments of the publication. And, most exciting of all to the eagerly interested students, they were to edit a section of the Sunday edition of the paper. Among the fortunate nine selected were: Homer Croy of Maryville, Mo., now nationally known humorist and novelist; E. B. Miller of Boonville, now poultry editor of the Southwest Poultry and Swine Breeder, Plainview, Tex.; Robert W. Jones, Columbia, now professor of journalism at the University of Washington; Redmond S. Cole, Columbia; C. A. Griffin, Kansas City; J. C. Edwards, Columbia; J. D. Ellis, Kansas City; L. L. Bernard, Pierce City; and George R. Johnson, Princeton, Mo.

They left February 9, 1906, for St. Louis. Each day Homer Croy wrote letters telling of their experiences and these were published in the Columbia Daily Herald. One explained:

"Tomorrow we are to get out our miniature Post-Dispatch. We are to write it tomorrow, and it will be out

in the regular Sunday edition. It covers two inside pages, sixteen columns in all, averaging eleven hundred words to the column. We have absolute control of it. It is to be conducted like a regular paper. We have elected one of our boys as city editor and he is to manage the runs, give assignments and manipulate the blue pencil. In this little Post-Dispatch we are to have a department of news, one of sports, one of features, another of editorials, and a joke column. We are to furnish ideas for cartoons and their artists will work them out for us.

"Yesterday we went the rounds with the reporters; today we went through all the departments. We now know all about slugs, morgues, fillers, matrices and that kind of newspaper jargon."

The boys had their "editorial offices" at the old Southern Hotel, where they were guests of the Post-Dispatch during their stay in the city. The Columbia paper announced that eleven hundred copies of the Sunday Post-Dispatch containing the University boys' work were sold in Columbia. In various paragraphs and articles published later in the Herald it was shown that both the Post-Dispatch and the University received wide publicity through the experiment. Several prospective students, one in Washington, D. C., wrote the University inquiring about courses in journalism.

The Post-Dispatch offered a prize of twenty-five dollars for the best report of experiences in the Post-Dispatch office. Robert W. Jones won the prize and his article as well as excerpts from the reports written by the other students, was printed in a later issue of the Post-Dispatch with pictures of the nine boys.

E. B. Miller said of this experience: "Those nine men returned to the University fired with the idea of a School of Journalism for Missouri, but most of them were seniors in the College of Arts and Science and were not present to share in the establishment of such a school a few years later."

The official records of the meeting of the University of Missouri Board of Curators held in Kansas City December 18, 1906, contained the following entries:

"The Executive Board submits, with its approval and recommendation, a report upon the establishment of a School of Journalism in the University as follows:

December 13, 1906.

To the Honorable Executive Board,
University of Missouri,
Columbia, Missouri.
Gentlemen:—

Your committee appointed to prepare a report on the subject of a College of Journalism in the University begs leave to submit the following recommendations:

(1) That a College or School of Journalism be established as a department of the University, co-ordinate in rank with the departments of Law, Medicine, and other Professional Schools.

(2) That the School of Journalism be provided with adequate laboratory equipment for practical journalistic training.

(3) That the course of study be at least four years in length and that the entrance requirements be at least equal to those of the Academic Department.

That the curriculum be so organized as to insure co-operation between this school and the Academic Department including many courses now offered in Arts along such lines as English, foreign languages, history, and the social sciences, etc.; some general courses in journalism that might count toward a degree in Arts; together with some strictly professional courses intended only for those who wish to secure a professional degree or certificate from the School of Journalism.

Respectfully submitted,
J. C. Jones
Walter Williams } Committee
A. Ross Hill

"On motion of Mr. Thurman it is ordered that the report be approved and the School established as recommended, and that the By-laws of the Board be so amended as to conform thereto."

A. Ross Hill, who had been added to this committee on journalism, was then dean of the Teachers College.

For various legislative reasons, however, the School was not made to function at this time. It was re-established April 2, 1908, funds were made available by the State Legislature, and Walter Williams was appointed dean of the School to begin his duties July 1, 1908. Minutes of the Board of Curators for April 2, 1908, read:

"President (R. H.) Jesse and Dr. A. Ross Hill, (President-Elect), Mr. Williams being absent, submit a recommendation that, beginning with September 1, 1908, the Department of Journalism be organized in the University of Missouri and that Mr. Walter Williams be appointed Dean of the Department. On motion of Mr. Karnes, it is ordered that the recommendation be approved and that Mr. Williams be appointed Dean of the Department at a salary of $3300.00 a year, beginning July 1, 1908.

"On motion of Mr. Wells it is ordered that the Executive Board together with Messrs. Hill and Jesse be authorized to work out the details of the organization of the Department of Journalism and select a faculty for the same."

On April 3 the matter of preparing and publishing in the catalog the courses in the School of Journalism was referred to Dean Walter Williams, Dr. J. C. Jones, and Dr. A. Ross Hill. On April 24, 1908, the Executive Board authorized President Jesse and Dean Williams to fill the positions of professor of the theory and practice of journalism and assistant professor of newspaper administration. The following day rooms on the second floor of Academic Hall were assigned to the Department of Journalism.

The new division began its classes with the opening of the fall term, September 14, 1908.

CHAPTER III

Early Years of the School of Journalism (1908-1920)

Dr. Richard Henry Jesse, president of the University of Missouri for seventeen years, retired in 1908 and Dr. A. Ross Hill, former dean of the Teachers College and newly elected president, assumed his duties on July 1, the same date on which Walter Williams assumed the deanship of the newly created School of Journalism. Already Dr. Hill had served on the committee appointed to plan for the School of Journalism so he had a thorough knowledge of the situation and his belief in and support of the new department were as hearty as had been that of President Jesse.

The University of Missouri, now sixty-nine years old, in the fall of 1908 included the College of Arts and Science, the Teachers College, College of Agriculture, School of Engineering, School of Mines (Rolla, Mo.), Department of Law, Department of Medicine, Department of Journalism and the Graduate Department. At Columbia the University owned twenty-three buildings which, together with libraries, laboratories, and other equipment, were valued at about two million dollars. The campus itself consisted of thirty-two acres; the experimental farm comprised six hundred forty-eight acres and there were about thirty acres in the horticultural grounds. Enrollment in the University for 1908-09 was two thousand, nine hundred forty-four and seventy-two of this number enrolled in journalism.

Columbia itself was a town of slightly less than ten thousand inhabitants reached by branch lines of the Wabash and the Missouri, Kansas and Texas railway companies. It had one daily and two weekly newspapers, and two monthly farm journals were published here.

It was with this environment and background that the new School of Journalism began its work on September 14, 1908. Dean Walter Williams and faculty members had their office on the second floor of Academic Hall (now Jesse Hall) and classes were held in a basement room. The School's staff included: Mr. Williams as dean and professor of the history and principles of journalism; Silas Bent as assistant professor of theory and practice of journalism; Charles G. Ross, instructor in journalism; E. R. Evans of Armstrong, Mo., student assistant in newspaper making; Miss Cannie R. Quinn of Columbia, stenographer.

In addition to those devoting their time to teaching professional courses, a group of professors of allied subjects were appointed as members of the School of Journalism faculty as follows: Albert Ross Hill, president of the University; Edward Archibald Allen, professor of English language and literature; John Davidson Lawson, professor of newspaper jurisprudence; Isidor Loeb, professor of political science and public law; Charles A. Ellwood, professor of sociology; Norman Maclaren Trenholme, professor of history; Jonas Viles, professor of American history; Murray Shipley Wildman, assistant professor of economics; Thomas James Riley, assistant professor of sociology; Herbert Joseph Davenport, professor of economics; John Sites Ankeney, assistant professor of illustrative art.

Admission to the new department was by examination or, without examination, by certificate from an accredited high school. The course in journalism was designed to cover four years, leading to a degree of Bachelor of Science in Journalism. In order to receive the degree the student had to be regularly admitted to the department; must have completed during the first two years of his college work: six hours of English, six hours of history and twelve hours of the other social sciences (economics, sociology, political science), six hours of modern languages and six hours of mathematics or logic in psychology; must have completed work in journalism to the

amount of twenty-four hours, the greater portion of these professional courses taken in the junior and senior years. The total requirement for graduation was one hundred twenty hours, twenty per cent of which had to be in professional journalism courses. In the first schedule ten professional courses were offered, totaling more than twenty-five hours.

In one of his early addresses before the University, A. Ross Hill, the new president, said: "The University of Missouri is the first in America to establish and organize a School of Journalism. I believe it is possible for this School to give dignity to the profession of journalism, to anticipate to some extent the difficulties that journalists must meet and to prepare its graduates to overcome them, to give prospective journalists a professional spirit and high ideals of service, to discover those with real talent for the work and discourage those who are likely to prove failures in the profession, and to give the State better newspapers and newspapermen and a better citizenship. I hope the faculty of the School of Journalism upon whom rests the responsibility for all this will prove worthy of the trust imposed in them."

With the first day of classwork came the first issue of The University Missourian, a daily newspaper which was to appear regularly as a laboratory product of the School of Journalism. A story of the new School appeared in this first issue stating in part:

"The Department of Journalism of the University of Missouri is open for the first time with the session of 1908-09. Instruction in journalism heretofore has consisted merely of occasional lectures by visiting journalists. The new department will give regular courses leading to a degree of Bachelor of Science in Journalism. The department is co-ordinate with other departments of the University such as Law, Medicine, Agriculture, Engineering, Teachers College, the College of Arts and Science.

"The establishment of the Department of Journalism has long been contemplated. It was urged in an alumni address in 1879 by Leonidas M. Lawson of New York.

Charles E. Yeater of Sedalia, while a member of the State Senate, introduced in that body a bill establishing a chair of journalism but the bill was not passed. The General Assembly in 1905 and again 1907 made appropriation for instruction in journalism. The Board of Curators in 1908 (Governor Stone's administration) offered the headship of the department to a distinguished Missouri journalist who declined. The Missouri Press Association in 1900 unanimously adopted a resolution presented by W. O. L. Jewett of the Shelbina Democrat favoring the establishment of a chair and placed it temporarily in the College of Arts and Science, then the Academic Department.

"In 1906 it was the recommendation of a committee including Dr. A. Ross Hill, dean of the Teachers College, and Dr. J. C. Jones, dean of the College of Arts and Science, that journalism be a separate department." Then followed the statement of the actual founding of the School by the Board of Curators on April 2, 1908.

The Missouri Press Association in its fall meeting unanimously passed a resolution drawn up by William Southern, Jr., of the Independence Examiner, J. M. Lowell of the Moberly Democrat, and C. M. Harrison of the Gallatin North Missourian, as follows: "It is with special pleasure that the Missouri Press Association learns the Curators of the University have voted to establish in that University a School of Journalism. This association has endeavored ever since its organization to be of educational influence among newspaper men and those who wish to be newspaper men of Missouri and we look to the establishment of this School of Journalism for the continuance and elaboration of our own work. We therefore express our endorsement of this action of the Board and pledge our support and encouragement of the work to be undertaken."

The Eighth Congressional District Editorial Association meeting in Jefferson City this same fall also pledged its cordial support to the new school. "We believe the work of our University should be a pattern for all other schools of the kind and that it will prove of inestimable

value to the profession in the State and to the State itself."

At the end of the first semester Silas Bent resigned and Frank L. Martin, graduate of Nebraska University and for seven years on the staff of the Kansas City Star, came to the School in February, 1909, as assistant professor of the theory and practice of journalism.

During this first year several nationally known journalists delivered lectures to the students in the new Department and also at University assembly on different phases of journalism. Among these were: Norman Hapgood, editor of Collier's Weekly; Walter Wellman, Washington correspondent for the Chicago Record; Henry Schott, night city editor of the Kansas City Star.

From the very beginning there was a blending of practical and theoretical, of lectures and laboratory work, of making immediate and practical use of the information and theory learned in lecture courses. It has always been the firm belief of Dean Williams that to obtain best results in training for journalism, students should work on newspaper and other publications, see their articles in print, and profit by the actual experience of writing and editing. Hence, with the opening of the School came also the publication of the University Missourian. This has never been a class publication or college journal. From the first it was designed as a city newspaper, carrying news and features of the entire community and circulating widely among townspeople as well as among students and faculty members.

Early in the history of the School the Joplin Globe discussed this idea of a newspaper in connection with the School of Journalism: "In an editorial 'School of Journalism,' the Boston Transcript errs in assuming that Missouri claims originality as to the idea that 'the school of journalism has practical value.' It may be temerarious to contradict the Boston Transcript, nevertheless, it is the Transcript, not Missouri, that has made the 'egregious journalistic blunder.' The only originality that the Missouri School of Journalism has suggested is the manner

of conducting the school. . . . . The Missouri plan is to give the students actual experience as well as academic training. This has never been tried before."

In other chapters we shall discuss the course of the Missourian, trace more definitely changes in curriculum and requirements, in faculty members and laboratory methods. In tracing the different steps in the general history of the School we add here that the Missourian was at first (and for a number of years) published by an outside printing plant and the business office of the paper was maintained at the printing office, with students, under the supervision of the faculty, in charge.

Enrollment and extension of courses soon made it evident that the few rooms in Academic Hall assigned to the new Department would not suffice. Thus, in the fall of 1909 the School was moved to Switzler Hall. This square, plain brick building at the northwest corner of the quadrangle represented the blending of the old and the new in education at the University of Missouri. The building itself was the oldest of the University group, the School that it housed the newest of the University's divisions. The cornerstone of the building was laid with great ceremony during Commencement June 28, 1871, with Columbia Masons in charge. Governor B. Gratz Brown and Mayor Barrett of St. Louis were the speakers and ladies of Columbia served dinner on the campus. Nearly five thousand attended the ceremony. The building had housed at one time or another all or part of every division of the University and it had been the birthplace of the College of Agriculture. Now, for eleven years it was to house the School of Journalism and was to be remembered as "home" by two hundred and twenty-three graduates and several thousand former students.

When the major portion of the building was allotted to the use of the School of Journalism it was named Switzler Hall in honor of the late Colonel William F. Switzler, noted Missouri editor, distinguished for his service to the University and to the profession of journalism. The name was chiseled in stone over the entrance. The

interior of the building was remodeled to meet needs of the new Department. The Dean's offices were located in two large rooms at the right of the entrance hall. Opposite these was an auditorium or lecture room fitted with seats in amphitheatre style. At the end of the hall was a large room known as the News Room in which reporting and news classes met, received assignments, and later typed their copy. Several smaller rooms were given over to copy reading, advertising, editorial classes and offices. So far as possible, the rooms were arranged and equipped as in a real newspaper plant. The student in journalism did much of his work in other buildings of the University. He went to Academic Hall for such subjects as English, history, sociology, economics; to the science buildings for the study of natural phenomena; to the Law building for lectures on the law of libel. When he came to Switzler Hall he entered a combination classroom and newspaper office for study of the technical phases of newspaper making.

The work of the journalism student was well described in the School's announcement bulletins of these early years:

"The bell in the tower of Switzler Hall rings for eight o'clock classes; the day's work begins. In one room a professor lectures on the writing of editorials; in another a class in agricultural journalism, made up of advanced students from the College of Agriculture, meets for discussion and assignments; in the news room a group of students gather for work on the University Missourian. The work is divided into hours according to the general University program. At nine o'clock come other lectures —advertising in one room, the history and principles of journalism in another—and other student reporters assemble for assignments. Then, too, meets the first section of the copy reading class, in charge of an instructor who 'deals' copy to the students to be edited. The students sit around a big table in easy reach of the teacher. Students in this class report for work in groups of eight to ten each, as they do in the reporting sections. There is

nothing formal about either department of work. The teachers are editors, the students are the reporters and copy readers, and all are at work getting out a newspaper. After ten o'clock virtually all the work of the School is of practical nature, the formal lectures having been given in the first two hours. Pencils scratch busily, typewriters click, the telephone rings. This is the 'laboratory' of the School of Journalism.

"All of the practical activities of the School center around the University Missourian, a four-page daily evening newspaper published by the students of the School under the supervision of the faculty—It is the laboratory product of the School—the daily measure of the quality of the practical work done in the class rooms. It is a commercial enterprise only to the extent that it solicits business—subscriptions and advertising—in order to pay expenses. Students in the reporting classes, coming to the teacher in charge, take assignments as they would from the city editor of a metropolitan daily. Both the city and University news fields are covered; for the Missourian is a general newspaper, designed to give an insight into all phases of newspaper work, and not merely a college publication. Practical work in soliciting and writing advertisements for the paper is directed by an experienced advertising man in the faculty. Editorials and feature stories are written by still other classes dealing especially with these subjects.

"In charge of the professional training given in the school are four teachers, all newspaper men of experience who hold college degrees. One specializes in the history and ethics of journalism, two give their time principally to the technique of newspaper making, and a fourth is an instructor in advertising. The organization of the School is such that students and teachers are daily brought into close contact; all are co-workers in the publication of a newspaper."

From 1909 on many of the journalism students spent their summer vacation periods working on newspapers in their home towns or elsewhere, coming back to school

with a greater appreciation of professional education and a wider knowledge of what study and training they most needed to help them in their future journalism work.

Letters poured in to the School of Journalism from all over the United States and from France, New Zealand, Scotland, England and other foreign lands asking information about this new educational venture. Some came from prospective students; some from far-seeing editors who wished to comment upon and hear about the organization and success of the Department; some from university and college heads who were considering including journalism in their schools.

In the eleven years in Switzler Hall there was constant growth, development and change in the School of Journalism.

Concerning the faculty: Walter Williams, dean throughout the School's history, won honors at home and abroad for his journalistic achievements. He was appointed Fellow for the Kahn Foundation for Foreign Travel of American Teachers for 1913-14 and traveled around the world, visiting newspaper plants and journalism organizations, studying world journalism and writing a book, "The World's Journalism." In 1915 he was director of the International Press Congress in San Francisco and was named first president of the Press Congress of the World. He served as first president of the American Association of Schools and Departments of Journalism in 1916. In collaboration with Professor F. L. Martin he wrote a journalism text book, "The Practice of Journalism." In October of 1918 he went to the Orient on a mission for the U. S. Government which took him into Russia, China and Japan. He returned in February 1919 and gave numerous lectures thereafter in different states concerning conditions in the Orient.

Frank L. Martin, who came to the faculty in February 1909 as assistant professor of theory and practice of journalism, was made associate professor in 1912 and appointed to full professorship in 1916. He was on leave

of absence during the school year 1915-16 when he acted as news editor of the Japan Advertiser, Tokyo.

Charles G. Ross, instructor in journalism at the beginning of the School of Journalism, was promoted to assistant professor in 1910, to associate professor in 1912 and to full professorship in 1916. During a year's leave of absence, 1916-17, he was on the editorial staff of the Melbourne (Australia) Herald. He resigned from the faculty in 1918 to become Washington correspondent for the St. Louis Post-Dispatch, which position he has filled continuously since.

He was succeeded by Robert S. Mann, a graduate of the School, who was appointed assistant professor of journalism in 1918.

Joseph E. Chasnoff was instructor in advertising in 1911-12. He was succeeded by J. B. Powell, also a graduate of the School and student assistant in 1909-10, who was instructor in advertising from 1912 to 1917. Following him came Herbert W. Smith, assistant in journalism from 1913-15; instructor in illustrative art 1915-17; instructor in advertising 1917-18, and assistant professor of advertising, 1918-23. Charles E. Kane was named assistant in journalism in 1915 and instructor in 1916. He resigned in 1917.

It was in 1910 that the first Editor's Week was held, the forerunner of Journalism Week, which has existed since 1911 as an important feature of the School of Journalism and of the University's annual program. In a separate chapter we shall discuss Journalism Weeks in detail.

The enrollment in the School increased each year and gradually new equipment was obtained and new courses introduced. Requirements for entrance and for graduation changed slightly from time to time. The degree offered by the School was changed in 1913 from Bachelor of Science in Journalism to Bachelor of Journalism. In 1916 a photo-engraving laboratory was added and photo-engraving was offered as a course. Courses in journalism were offered in summer session as early as 1912 but

in the summer of 1917 they began to be especially stressed. The University of Missouri announcement of the summer session for 1917 stated:

"Attention is called to the work in journalism, a distinctive feature of the summer session of the University of Missouri. The courses are designed to meet the needs of three classes of students: regular students, school teachers who are in Columbia for the summer only, and active newspaper men, especially country editors and publishers, who desire to do special work. The work includes courses in the country newspaper, three courses in advertising, and other courses dealing with news and editorial problems. Opportunity is given the students for practical work on the Daily Missourian."

From the founding of the School in 1908 journalism students, like those in other divisions of the University, had their special activities. During the first eight years "Yellow Day" was the special annual journalism stunt. On Yellow Day, early in the spring, students of journalism presented an original newspaper play in the University auditorium and published the "Yellow Extra," a newspaper designed as a "horrible example of what a newspaper should not be." Highly exaggerated news stories and good-natured caricatures, in picture and text, made up the contents. The "Yellow Extra" was the annual funny side of University life. In 1916 the "razz sheet" was abolished, although the practice of giving an original play each year has continued. The theme of the play, however, does not always pertain to newspaper work or experiences. True to their profession, the journalism students usually publish some sort of a paper in connection with any of their departmental stunts. In 1919 the "Scoop Dance" with its "Scoop Extra" became an annual stunt. This "extra," also a "razz" publication, was circulated only among guests at the dance and not sold publicly as the "Yellow Extra" had been sold. With the inauguration of Homecoming at the University of Missouri at a special football game each fall, the School of Journalism began the custom of issuing annually a

"Peerade Extra," a miniature newspaper containing roasts on faculty, alumni and students and distributed free during the Homecoming parade.

Journalism students have always participated also in general University activities—athletics, debating, dramatics and college publications including the Savitar, the University annual. During the early years yellow caps in the fall served to mark the "cub" or "pre" journalists from their fellow freshmen of other divisions, each of which had its distinctive color.

Kappa Tau Alpha, an honorary journalism fraternity, was founded at the School of Journalism in 1910 and in following years Theta Sigma Phi, Sigma Delta Chi, Alpha Delta Sigma, Gamma Alpha Chi and other journalism fraternities and organizations started chapters at Missouri.

By the close of 1920 seven scholarships and three prizes were being offered exclusively for students in the School of Journalism, and numerous other awards were open to journalism students in common with students of other divisions of the University.

Volume 1, Number 1, of the Journalism Series of University of Missouri Bulletins, "Missouri Laws Affecting Newspapers" by Dean Walter Williams, appeared in April 1912. The School of Journalism announcement for 1920-21 stated: "The purpose of the School of Journalism is not only to give instruction on the campus, but to be of the greatest possible service to the profession of journalism in general, and the journalism of Missouri in particular. One of the School's activities is the publication of a series of bulletins for distribution among workers in the field of journalism. To date twenty bulletins have been issued in this series." These bulletins, written by members of the School of Journalism faculty and by noted journalists in various parts of the country, dealt with every phase of the profession.

By the time the School of Journalism, in the fall of 1920, was ready to move into its new building it had graduated two hundred twenty-three men and women.

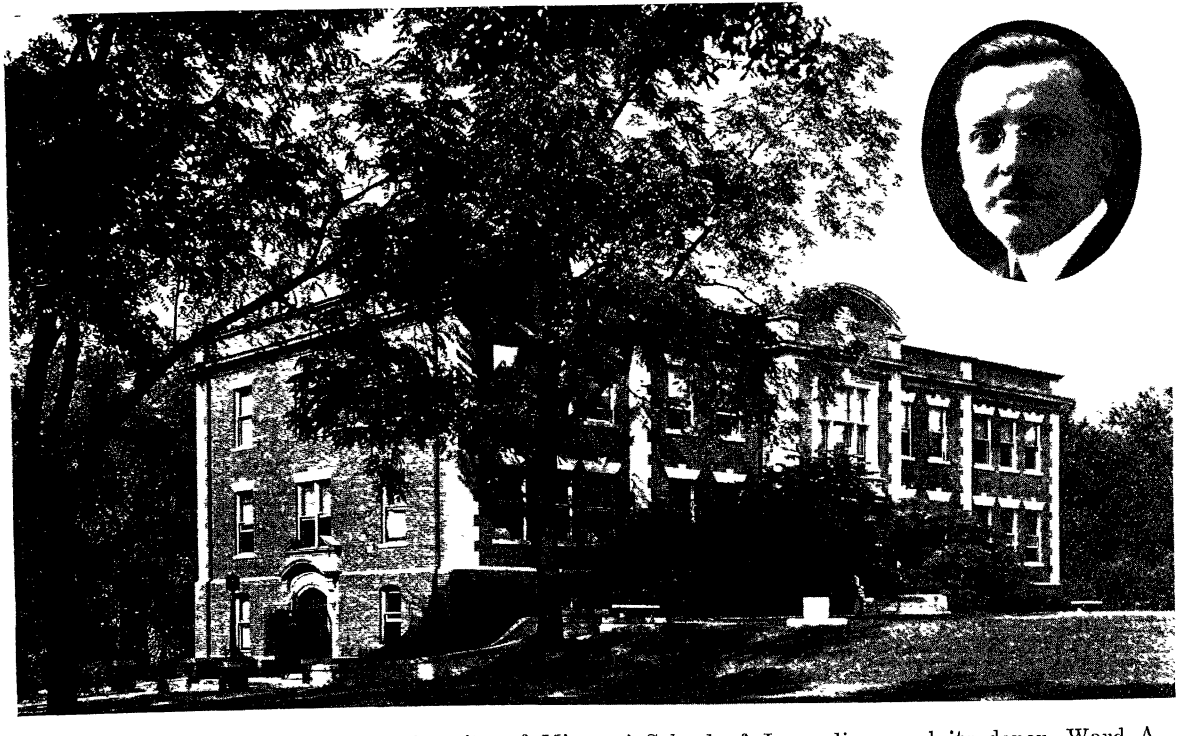
A survey showed that eighty-five per cent of these were actively in journalism; excluding the women graduates who had given up journalism for marriage, ninety per cent were actively in the profession. Their work ranged from reporting to managing editorships, from advertising soliciting to publishing, from teaching journalism in high schools to professors of journalism in universities. Almost an equal number had entered rural and metropolitan journalism and they were located in twenty-five states, one territory and six foreign countries. There was one graduate of the School in 1909 and the graduating class in 1920 numbered thirty-six.

CHAPTER IV

In Jay H. Neff Hall (1920-28)

President A. Ross Hill at the University of Missouri commencement exercises in June 1918 announced the largest gift ever made to the University by an individual, and the only gift to cover the entire cost of a building for the exclusive use of one of the divisions of the University. The gift was a new building for the School of Journalism. The donor's name was not announced at this time but the gift was formally accepted by the Board of Curators on the donor's terms. These terms were that the building would be erected within five years, that the University provide the site, that the building be exclusively used for the School of Journalism and that it be maintained, as were all the University buildings, by the State. This announcement coming on the tenth anniversary of the founding of the School was hailed as a birthday gift, and it soon became known publicly that Ward A. Neff, who received his B. J. degree from the School in 1913, was the donor.

Ward Neff gave the building to his Alma Mater as a memorial to his father, Jay Holcomb Neff of Kansas City, publisher of the Corn Belt Farm Dailies. Born in Hartford, City, Ind., July 6, 1854, Jay H. Neff was the eldest of a family of six sons and one daughter. In his early years he lived in the country near Hartford City and later near Winchester, Ind. He worked to earn money for his college education. He taught school, peddled books, and worked as a hod carrier, finally earning enough to enter Asbury University at Greencastle, Ind., later known as DePauw University. He was graduated in 1877 with the highest scholarship honors of the



Jav H. Neff Hall, home of the University of Missouri School of Journalism, and its donor, Ward A.

class of which he was president. He then studied law and for two years practiced in Peru, Ind. In 1881 he went to Kansas City, then a growing western town, where he entered into partnership with L. C. Slavens of the Kansas City bar. Discouraged over his lack of business he left the law firm and became a reporter in a publishing house putting out the Kansas City Daily Price Current. At that time the livestock industry had not gained a stronghold in Kansas City and the paper was not a profitable investment. With keen foresight, however, Neff recognized its future possibilities in this section of the country and bought half interest in the paper. Soon afterward it showed great development and he bought the interest of his partners, and changed the name of the paper to the Daily Drovers Telegram. Its circulation grew with the growth of the livestock industry in the west and became one of the most profitable trade journals in the Mississippi Valley. Broadening his efforts Mr. Neff became part owner of the South Omaha Drovers Journal and also of the National Stockyards Reporter in St. Louis. Mr. Neff served as mayor of Kansas City from 1904 to 1906. Jay H. Neff was married twice. His first wife was Miss Ellen Ward, who died soon after their son, Ward Andrew Neff, was born. Mr. Neff later married Miss Sarah Green. He died at a summer camp he had established in Wyoming, sixty-five miles from Cody, on August 14, 1915. Ward Neff, the only son, whose training, education and inclination fitted him to follow in his father's great work, assumed responsibility for the Corn Belt Dailies and was editor of the Daily Drovers Journal of Chicago (added to the group of papers after his father's death) when he made the gift of a journalism building to the University of Missouri.

Ground was broken for the new building on May 8, 1919, during Journalism Week. Dr. A. Ross Hill presided at the ceremony and the program included: Invocation by the Rev. W. W. Elwang, of the First Presbyterian

Church of Columbia; remarks by Dr. A. Ross Hill, president of the University, and by C. B. Rollins, representing the University Board of Curators; Walter Williams, dean of the School of Journalism; J. P. Tucker, president of the Missouri Press Association; S. P. Preston, president of the Illinois Press Association; Vaughn Bryant of Kansas City, representing the alumni of the School of Journalism; J. W. McClain of Willow Springs, president of the Missourian Association, Inc.; John H. Casey of Knoxville, Ia., representing the students in the School of Journalism; Miss Marvine Campbell of Doniphan, representing the women students of the School of Journalism. Ward A. Neff broke the first sod and following him were: H. J. Blanton of Paris, Mo., member of the Board of Curators; F. L. Martin and R. S. Mann, of the School of Journalism faculty; Frank Dilnot of the Daily Chronicle, London; E. W. Stephens, Columbia publisher, and the other speakers of the occasion.

At the opening convocation of the University on September 1, 1920, Jay H. Neff Hall was dedicated. On September 2, 1920, the Missourian was printed for the first time in a plant of its own—part of the equipment of the School's new home.

This third home of the School of Journalism was located at the northeastern corner of the Quadrangle, where the old Laws Observatory had stood, one of the most beautiful sites or the original campus. The architecture lent itself to the natural slope of the ground so that the main entrance of the hall, facing south toward Jesse Hall and the Columns, led directly to the main floor. In the wide corridor, facing this entrance, was placed a bronze tablet bearing in bas relief a portrait of Jay Holcomb Neff and this inscription:

JAY H. NEFF HALL

Dedicated September 1, 1920

July 6, 1854 — August 14, 1915

In memory of
Jay Holcomb Neff
a journalist of Kansas City
whose life exemplified the high
ideals of journalism, truth, fairness,
generosity, devotion to duty, unselfish
public service

This building was given to the School of Journalism of the University of Missouri by his son, Ward A. Neff, an alumnus, Class of 1913.

On this main floor were the two offices occupied by the business manager of the publications; the Dean's offices; a spacious and well-lighted news-room; copy-reading room; a telegraph and telephone room; two faculty offices; the journalism library, occupying one entire end of the building; two small storage closets; and a council room to be used as meeting place for various journalism student and faculty organizations.

On the second or top floor were: the auditorium with its well-planned seating arrangement for three hundred persons and its stage; two large faculty offices; three class rooms; the women's rest room; and a small room with stairway to the attic which was later used as the radio room.

Because of the sloping site the north side of the basement or ground floor was above ground, and this entire north side was equipped as the printing plant, remarkable for the amount of daylight and the excellent ventilation received. Another feature of the press room was the plate glass wall separating it from the corridor and making it possible for visitors and students to see the work being done in the press room without disturbing

the printers. The plant was equipped with three linotypes and a Duplex perfecting press capable of printing five thousand eight-page newspapers an hour. Also on this floor were the mailing-room; a stereotyping room used in casting news and advertising plates from paper "mats"; the photo-engraving laboratory and dark-room; coat rooms and storage rooms, and one advertising laboratory room. The corridor on this floor led to a western entrance to the building, which, although one floor lower than the main south entrance, also opened on a level with the lawn. The fireproof building was of brick and stone, harmonizing with the architecture of other buildings on the campus. When completed the new journalism home, including equipment, was valued at one hundred thousand dollars.

By the latter part of October, 1920, the new building had been sufficiently put in order for the formal opening and students of the School gave a public reception from seven to ten o'clock the evening of October 28. Dean Williams, faculty members and class officers of the School were in the receiving line and other students acted as hosts and guides to show the building to visitors. Among the students receiving were James McClain, all-department president, Harry Mann, senior president, John R. Morris, junior president, and Alfreda Halligan, president of the Women's Journalism Club. The entire building was decorated with flowers and plants, many of them gifts of interested friends. The printing plant was in action so visitors could see the press and other machinery in motion and extra was issued at eight o'clock telling about the open house and printing a few of the many congratulatory messages that came to the School from many parts of the world. Among these were messages from: E. T. Meredith, United States Secretary of Agriculture; Josephus Daniels, Secretary of the Navy and newspaper owner; Arthur R. Ford, secretary of the Press Congress of the World and chairman of the Dominion Press Gallery, Canada; H. C. Hotaling of St. Paul, executive secretary National Editorial Association; Mrs. Jay Holcomb

Neff, widow of the man in whose memory the building was dedicated; James Wright Brown, editor of Editor and Publisher; T. R. Williams of the American Newspaper Publishers Association; Charles Phelps Cushing, author; John Ward, newspaper owner of New Zealand; Richard L. Stokes, St. Louis Post-Dispatch, president of the American Journalist's Association; Aaron Watson of England; Rowe Stewart, New York City, vice-president of the Associated Advertising Clubs of the World; and many graduates of the Missouri School of Journalism.

It was significant that the gift of a building by the editor of an agricultural daily, in honor of another agricultural editor, made possible the extension of the School of Journalism's work in agricultural journalism. With the moving into larger quarters and the acquirement of a printing plant and other facilities, the School of Journalism added new members to its faculty and new courses to the curriculum. The curriculum gradually broadened to include courses in the Country Newspaper, Agricultural Journalism, and Country Newspaper Production. In 1924 an arrangement was made between the School and owners of the Columbia Herald-Statesman, a country weekly, whereby students in Country Newspaper Production did all the editorial work in connection with the publication of the paper, under the supervision of faculty members.

With the expansion of the journalism library in the new building greater facilities were afforded for research in journalism and opportunity given for further courses such as Newspaper and Magazine Departments, Literary and Dramatic Reviewing, Newspaper Library, and a number of courses intended for senior and graduate work. The advertising department, with increased enrollment and demands, quickly developed many new courses, as did also the department of newspaper illustration dealing with the making of drawings, photographs and with the production of these in the newspaper.

The Columbia Evening Missourian changed in type face and form when in 1920 it was printed for the first time in the School's own printing plant in Neff Hall. It

continued through the years to become larger in size and to assume a more important place in the community as a reliable and interesting daily newspaper. With the development of classes in special writing and the consequent increase of feature material available, the Missourian Magazine was added November 1, 1924, as a weekly supplement to the newspaper without additional subscription charge.

Columbia, the University of Missouri, and the two colleges for women in Columbia, continued to grow and prosper and with their progress the School of Journalism and its publications kept pace. The publications advocated and encouraged civic betterment and all reforms or improvements that were for the good of the city and State or of any of the departments and institutions thereof.

From the founding of the School of Journalism, Dean Williams had striven to impress upon his students the importance of having a fundamental knowledge not only of affairs and conditions in the community but in the State and nation. In the early years of the School Dr. Williams, often accompanied by one or more additional members of the journalism faculty, would take the senior class to visit various newspapers in Missouri. The group would be entertained by the publisher and his staff, shown through the newspaper plant by competent guides who would explain and answer questions, and usually the students would be invited to sit in the news room and write articles for the newspaper that was being visited. Thus the students became acquainted with problems of newspapers in various parts of Missouri and also learned something of the size, resources, industries and government of the State and its cities. Later arrangements were made with many editors of newspapers in Missouri whereby members of the senior journalism class were sent to work on the staffs of different papers for a week or two during the school year. Their expenses were paid by the newspaper with no additional salary. But the graduating

classes continued to increase in numbers until this plan was no longer feasible. In June 1910 Dean Williams took a group of journalism students on a tour of Northeast and South Missouri to write stories about Missouri for one hundred newspapers of this and other states. Prof. F. L. Martin and C. G. Ross, members of the faculty, Gus V. Kenton, H. E. Ridings, Gordon Fisher, Vaughn Bryant, R. F. Leggett, Robin P. Gould, J. E. Chasnoff and J. B. Powell were members of the party. They visited Moberly, Kirksville, St. Louis, Rolla, Springfield, Hollister, Koshkonong, West Plains, Willow Springs, Williamsville and Arcadia, traveling under the auspices of the State Board of Immigration.

In October of 1911 six journalism students joined the Dairy Commissioners' Special in St. Louis and visited several newspapers of St. Louis, then went on to Cape Girardeau. Dean Williams was in charge of this party which included Oscar Riley, Henry Kinyon, Ward Neff, Ralph Pruyn, Charles Harvey and Earl Trullinger.

In 1923 the annual summer field trip was inaugurated as a part of the School's curriculum. It was to serve two purposes: to train student journalists in newspaper correspondence, and to make them acquainted with the midwest. The first trip was in Missouri and Arkansas, and took about six weeks. Arrangements were previously made for students in the course to correspond regularly for certain newspapers, and they were given eight hours credit toward graduation if their work was approved by the faculty members in charge of the trip and course. The first trip was so successful the course has been given every summer since and the territory covered has varied each time, sometimes including far-off states and other countries. In addition to the field trips, opportunity is given each year to limited numbers of students, to visit other than Columbia and Boone County and correspond for the Missourian. The Missouri University football games and athletic meets, meetings of the State Legislature, and other important gatherings or news events outside of

Columbia and of special interest to Columbians are covered by student-reporters.

The development of journalism work in the University summer sessions is important. The first journalism courses offered in summer school were in 1912, although no record was kept of the number enrolled. In the summer of 1913 twenty-five students were enrolled in journalism courses and the Missourian, hitherto discontinued through summer months, ran as a weekly. In the summer of 1914 the paper ran as a daily and it has appeared regularly since then both winter and summer. At first these summer courses were planned primarily for country newspaper editors and for regular students working toward a degree in journalism. The summer session of the University of Missouri has always been of especial interest to teachers. In 1920 a course in journalism for teachers was planned to meet the needs of high school and grade school teachers who directed the publication of school papers or who had charge of giving out news of their schools for publication in newspapers of their communities. In the following summer the course, School News and Publications, was offered primarily for teachers and dealt with the construction of the news story, preparation of articles for newspapers or teachers' magazines, and the supervision of student publications. Later other courses of direct interest to teachers were added such as: School Publicity; the School Newspaper and Magazine; Advertising in School Publications.

The official announcement for the University summer session of 1928 contained this statement regarding journalism courses:

"For Teachers: Two courses will be offered without journalism prerequisites, for teachers who expect to have supervision of student publications. They are: The School Newspaper and Annual, and Advertising Promotion in School Publications. Both are credited for graduate students, although not toward a major in journalism.

"For Professional Journalism Students: All the basic courses of the School are given in the summer session, so that a student may obtain a degree even if unable to attend fall or winter terms. In many cases a student will find it advantageous to include at least one summer term in his course. If he has completed his two years of preliminary college work he may enter the School of Journalism in June and complete at least two courses (The News and Principles of Advertising) which are prerequisite to nearly all other professional courses.

"Or, if he has earned enough academic credit (three years or slightly less) in some other institution he may complete the professional courses required for a degree by attending two semesters and a summer session in the School of Journalism.

"A new course this year will be History and Principles of Journalism (since 1850). The other half of this course, dealing with the years before 1850, was offered last summer. Either half may be taken first.

"The annual field trip will be offered again this summer. In this course the students spend several weeks away from Columbia acting as correspondents for newspapers. In other years this class has toured most of Missouri, also South Dakota, the Republic of Mexico, Muscle Shoals, and other places. Details of the trip planned for 1928 may be obtained from the Dean of the School of Journalism by May."

Twenty-one professional courses were offered, the largest number ever given in summer term.

The University summer session is of eight weeks duration, usually beginning immediately after the Commencement exercises early in June and closing early in August. In the summer of 1927 the plan of holding an inter-session between the summer and fall terms for students in journalism was tried successfully and adopted. Thus instruction in journalism is given throughout the entire calendar year and is made as practical as possible.

Another development of recent years in the School of Journalism is its graduate work. Research in Journalism

was offered for the first time in the fall of 1921 under the supervision of Dean Williams, Mr. Martin and Mr. Mann. Several graduates of the School took their Master of Arts degrees, doing research in journalism and writing their theses on some phase of journalism. In the summer of 1923 a course in Special Correspondence was listed as the second professional graduate course. In the 1925-26 school year a full and definite program of professional courses leading to the degree of Master of Arts with major in journalism, was announced as follows:

"A student who has a bachelor's degree in journalism will be admitted to the Graduate School of the University of Missouri to pursue these courses. The degree is conferred only after the satisfactory completion of two semesters of study. A thesis showing capacity for original research and independent thought is required.

"A student wishing to undertake graduate work in journalism should consult both the Dean of the Graduate School and the Dean of the School of Journalism. Graduate work cannot be subjected to rigid regulation, and the graduate faculty reserves the right to deal with each case on its merits.

"It is expected that approximately half of the student's work will be in journalism and the other half in academic subjects related to journalism. A majority of courses taken must be strictly graduate in character; such courses are numbered 200 or higher.

"Course No. 201, Research in Journalism, is required of all students seeking the master's degree. The thesis is based on the work done in this course. Other journalism courses which give graduate credit are: 125. Advertising and Distribution; 126. Advertising Campaign; 141. The Editorial; 142. Newspaper Direction; 160. Feature Writing 1; 161. Feature Writing 11; 162. Literary and Dramatic Reviewing; 163. Newspaper and Magazine Departments; 203. Special Correspondence. These courses afford thirty hours credit."

In the 1928-29 official announcement twenty-eight courses were offered which were counted toward a master's degree in journalism.

Dr. A. Ross Hill, who became president of the University of Missouri the year the School of Journalism was started, resigned in 1921 and Dr. Isidor Loeb, dean of the School of Business and Public Administration, was made acting president until Dr. J. C. Jones, former dean of the College of Arts and Science, was elected president in 1922. Dr. Jones retired from active University work in 1923, becoming president emeritus, and Dr. Stratton Duluth Brooks, former president of the University of Oklahoma, became president at Missouri.

The plan of appointing certain professors of allied subjects in other divisions as members of the School of Journalism faculty has been maintained throughout the twenty years, the personnel changing from time to time.

In the professional faculty during the years 1920 to 1928 there were also changes and additions. Dean Williams continued as president of the Press Congress of the World until 1926, when he was made honorary president. He was on leave of absence from the University the fall term of 1921 attending the Press Congress of the World meeting in Hawaii and going on to the Orient to study journalistic, political and industrial conditions there. He returned in January of 1922. Again in the fall of 1926 he presided at the meeting of the Press Congress of the World in Switzerland and toured Europe before returning to Columbia. He was exchange professor at the National University of Mexico in the fall of 1925 delivering a series of lectures on journalism. The summer of 1925 he spent in Guatemala. The summer of 1927 and that of 1928 he spent in the Orient, delivering lectures on journalism and visiting universities, newspaper plants and journalism organizations, furthering the interests of international news communication and world journalism. He was granted the degree of LL. D. by Washington University in 1926. He was made a director of the Institute of Pacific Relations in 1928.

When the School moved into Neff Hall the faculty included Dean Williams; Frank L. Martin, as professor of theory and practice of journalism; Robert S. Mann,

assistant professor of journalism; E. R. Childers, assistant professor of journalism; H. W. Smith, assistant professor of advertising. Miss Julia Sampson was appointed journalism librarian and Alfonso Johnson, who had been for three years on the Japan Advertiser in Tokyo, was made business manager of the School's publications. The latter two were not members of the faculty. In 1921 Miss Sara L. Lockwood was added to the faculty as assistant professor of journalism. She remained in this position until her marriage in the fall of 1927 to Dr. Walter Williams. In 1922 H. W. Smith resigned and Don D. Patterson became assistant professor of advertising, remaining until 1924 when he was succeeded by E. K. Johnston. Because of the increase in enrollment the faculty was considerably increased in 1923. John H. Casey was appointed assistant professor of journalism to take over the work of E. R. Childers who was on leave of absence. Miss Marian Babb and H. F. Misselwitz were named assistants in journalism to assist in copy reading and reporting. H. B. Moore was made instructor in photo-illustration. Miss Babb and Mr. Misselwitz were succeeded in 1924 by T. C. Morelock and E. W. Sharp and in 1925 F. P. Bohn succeeded H. B. Moore as instructor in photo-illustration. When Mr. Bohn resigned in 1927 W. H. Lathrop was named in his place. Work in advertising became so heavy that in 1926 Thomas L. Yates was added to the faculty as instructor in advertising to work with E. K. Johnston. John H. Casey, on leave of absence in 1927-28, resigned and his work was taken by T. C. Morelock and Miss Helen Jo Scott was added as assistant in copy reading. Miss Frances Grinstead was made instructor in journalism in 1927. Of the eleven members of the School of Journalism professional faculty in 1928 only Dean Williams and Prof. Martin, both of whom had been with the School since its first year, were not graduates of the School, and all of the faculty members had had practical experiences in newspaper work.

Two volumes issued in 1923 on opposite sides of the world referred in complimentary terms to the School of Journalism at the University of Missouri. One was "Journalism" by Low Warren of the British Institute of Journalists and published in London, which said: "The University of Missouri has turned out more successful cub reporters in recent years than any other single institution." The other, "Society and the Newspaper" by M. Ohta, vice-president of the Hochi Shimbun of Tokyo, said "The oldest and most famous School of Journalism is at the University of Missouri at Columbia."

Through these last eight years the School has continued its practice of inviting noted men and women from varied fields of journalism and from various parts of the world to address the students. Among those who have been guests of the School at times other than Journalism Week are: Mrs. John T. Warren of Honolulu, magazine writer; Mrs. Ida Clyde Clark of magazine fame; Senator Paul Dupuy, publisher of the Petit Parisien, Paris, France; Sir Alfred Robbins of London; Thales Coutoupis, editor and owner of the Nea Ellas, daily newspaper of Athens, Greece; Ross Burns, secretary and general manager of the Joplin Globe Publishing Co., Joplin, Mo.; Jason Rogers of the Kansas City Journal-Post; Charles Phelps Cushing, author, of New York; Merle Crowell, editor-in-chief of the American Magazine; Ralph Ellis, managing editor of the Kansas City Journal-Post; Mrs. Caroline B. King of the Country Gentleman; Mrs. Fay King Watts, head of the national advertising department of the Honolulu Star-Bulletin; Philip Hewitt-Myring, of the London News.

The School celebrated its fifteenth birthday anniversary during Journalism Week of 1923 by planting vines around Jay H. Neff Hall and by addresses especially fitting the occasion.

Journalism Week continued to grow in importance and attendance. Its fame spread in all parts of the world and speakers and visitors came from great distances as well as from Missouri. More and more the alumni of the School

took active part in this week. In 1923 the School of Journalism Alumni Association was organized and began its annual meetings at Columbia during Journalism Week. More alumni were invited to participate in the program, telling of their experiences and giving inspiration and advice to the undergraduates.

The graduating class was increasing in numbers each year. In 1925 the Missouri School of Journalism graduated the largest class in journalism of any institution, college or university in the United States. There were then forty-seven institutions offering certificates or degrees in journalism. At the Missouri School eighty-two received B. J. degrees and three received Master of Arts degrees with majors in journalism.

The schools coming nearest this total were: Pulitzer School at Columbia University, New York, which granted sixty-seven B. J. degrees and twelve M. A. degrees; Kansas University, fifty-one degrees in journalism; Wisconsin University, forty Bachelor of Science degrees in journalism and six masters degrees. In June of 1928 the Missouri School of Journalism granted ninety-six B. J. degrees, bringing the total number of graduates in twenty years to nine hundred and sixteen. It is estimated that some five thousand students have attended the School of Journalism since 1908.

PART II

CHAPTER V

Purpose of the School of Journalism

The purpose of the University of Missouri School of Journalism as stated in the first printed announcement of the School has been maintained throughout these twenty years.

"Journalism as a profession attracts each year more men to its ranks," says this bulletin, "Training for Journalism as a Profession," published in the summer of 1908. "Nor is the supply of capable, well-trained journalists equal to the demand. Opportunities for large public service are greater in journalism than in any other vocation and will be increasingly so as the public comes to depend more and more upon the press for information and guidance. The salaries paid for newspaper work have increased in recent years. The efficient newspaper man has an assured income from the very beginning of his work. Higher salaries come with large ability and special training. One American journalist has a salary greater than that of the President of the United States. The fascination of journalism, the sense of power, of creative work, of possibilities for usefulness, the position which journalism has taken in the world, appeal to the ambitious man who would make the most of himself. There is constant call for reporters, editors, special writers, correspondents, publishers, ad-writers, men in all departments of journalism, in city and country, on daily, weekly and monthly journals. *It is to supply this demand, in the interest of the state, to furnish well-equipped men for leadership in journalism, with high ideals and special training, that the Department of Journalism at the University of Missouri is established. It is to train for journalism—not to make journalists. In thus training for journalism the University in large degree serves the state.*"

In the Journalism Week printed program of 1915 the purposes of the School were stated thus: (1) To provide the instruction necessary to a well-rounded education; (2) To train for newspaper work through professional instruction both in regular and summer terms on the campus at Columbia; (3) To publish a series of bulletins dealing with various phases of newspaper work, these to be sent free to those who apply; (4) To hold annually a Journalism Week bringing together newspaper men and women from Missouri and other states for helpful interchange of opinion; (5) To serve the press of the State, and thereby serve the whole citizenship of the State in any way at its command.

"Throughout all its work," stated the 1927-28 announcement of the School of Journalism, "the School insists on a high standard of ethics. Students are encouraged to consider not only the technical but also the moral problems that confront editors. The School seeks to be of service to the profession by cultivating the ideal of journalism as an opportunity for service."

The School has sought always to prepare for journalism by giving the student a broad general education including fundamental courses in arts and science; by a knowledge of academic fields especially useful to journalists, that is, training in subjects directly related to journalism; and by professional courses offered by faculty members who have both academic education and practical journalistic experience, courses in which the student is given the reasons and theory of journalism work in lectures and the actual experience of producing his writings in print through the publications issued in the laboratories of the School.

In other words, the aim from the first has been to give the student high ideals and standards of ethics, and at the same time to put him in the "newspaper office" or laboratory to prove for himself that these standards may be successfully applied. The School paid heed to the old contention that the best place to study newspaper work is in the newspaper office. It recognized, however, that

the drawback there was that the newspaper makers have their hands full without stopping to explain what they are doing and why. Thus inexperienced workers in the newspaper office are likely to waste weeks or months trying to figure out what is happening and what the purpose is, just as the student who studies about journalism without actually taking part in it is no more qualified to start work than a surgeon who has never done any dissecting. So this new School began by offering in addition to academic education, not merely lectures in many phases of journalistic work, but a daily newspaper in a town of ten thousand (now nearly seventeen thousand), as laboratory equipment.

The establishment of the School of Journalism and the publishing of its aims and methods created much interest and discussion throughout the country. Many noted and less-known newspaper editors who had literally grown up in newspaper offices declared journalism could not be taught in schools. Others were equally certain that definite training would be of infinite value to the profession generally. Most all followed the experiment with keen interest. The whole idea of considering journalism as a profession and as "teachable" brought forth comment from many quarters.

"The Missouri University's School of Journalism does not intend to make journalists," said Dean Walter Williams in an address before the Missouri Press Association at Excelsior Springs, Mo., May 29, 1908. "It could not do so if it desired. It can, however, train for journalism, and this is the purpose of its establishment. The success of the School depends in large measure upon the sympathy, the kindly criticism and the support of the members of the newspaper profession. Its success means the dignifying of journalism, the strengthening of the arms of those in the profession who would strike at iniquity entrenched, the furnishing of the young journalist with equipment for the largest service to the State."

The 1908 announcement of the Missouri School of Journalism included a number of these pertinent opinions

such as this from A. K. McClure of the Philadelphia Times: "Journalists are the greatest of teachers and there is every reason why special education should specially fit them for such duties."

Whitelaw Reid of the New York Tribune wrote: "In the Tribune office there is scarcely a writer who is not a college graduate. But we shall see the time when the strictly professional education for journalism will be far better than it is now."

Hamilton W. Mabie of the New York Outlook contributed: "The man with a quick mind, a keen eye and what we call the news sense is in my judgment predestined for journalism if he finds the opportunity, but I have small faith in natural gifts without training."

From William Penn Nixon of the Chicago Inter-Ocean came this: "Previous thorough training acquired in a college is as necessary for a man about to enter the newspaper profession as any other and, as journalism is a varied profession, therefore varied knowledge is necessary."

"The primary requisite for a successful newspaper man," wrote Melville E. Stone, manager of Associated Press, "is a certain degree of intuition, of quick perception which enables him to judge accurately the value of news and the propriety of publishing. Given these qualities, then special training is most valuable."

Robert C. Ogden, president, General Education Fund, voiced definite approval of this specialized education: "Training in journalism supplies a need that has been apparent. It will create higher standards of intelligence and character, will give increased dignity, power and influence to the profession that lies nearest to American thought and life."

And this from B. B. Herbert, editor of the National Printer-Journalist, Chicago: "The School of Journalism fills a most important field. The journalist needs thorough professional training to equip him for the largest success and this can be secured nowhere so well as at a State University with proper laboratory equipment."

H. H. Cabaniss of the Augusta Chronicle, like Ogden, saw the benefit to the profession: "The established course in journalism which will enable men to enter the newspaper office specially educated for the work before them will inaugurate a new era in the profession.

CHAPTER VI

Organization of the School

From the beginning the School of Journalism has been organized as one of the main divisions of the University of Missouri, ranking with the divisions of Law, Medicine, Engineering, Education, Business and Public Administration, and Agriculture.

The School of Journalism founded its curriculum upon the theory that intending journalists should be equipped with a liberal education plus professional instruction. To that end it requires from intending students such academic preparation as is equivalent to two years of liberal arts courses in colleges or universities. Ordinarily these two years include courses in English, history, sociology, economics, modern languages, philosophy, logic, psychology, physical and biological sciences, mathematics. The curriculum in journalism includes in the last two years leading to the professional degree of Bachelor of Journalism professional subjects and advanced courses in the art subjects named and in government, international relations, political and diplomatic history, international law—courses which prepare the journalist for the practice of his profession. The School has consistently held to the theory that the prospective journalist should not only have academic instruction, a liberal arts education, but that he is best prepared by such education for journalism when he is instructed at the same time in professional courses. These professional courses in news, reporting, copy editing, editorial writing, et cetera, constitute the distinctive feature of the Missouri School. Not only are certain courses selected from the general academic course and grouped for the special service of the intending journalist—a most desirable end in itself—but there are added to these courses

Serving on Dean Williams' faculty in the first year of the School were Silas Bent (upper left), Charles G. Ross (upper right), and Frank L. Martin. Professor Martin has been continuously on the faculty since February 1909.

a consideration of the principles and practice of journalism itself. The journalist learns to do by doing. The laboratory method and the case method have been employed from the beginning and emphasized.

To understand thoroughly the work of the School of Journalism at Missouri University one must know of the methods of selection and organization of faculty members, the plan and development of teaching methods, the changing curriculum, class-room organization and laboratory work.

Professional faculty members have been chosen from among men and women who have a background of college education—academic training—plus successful practical experience in journalism, particularly in those phases which they are expected to teach. Thus the faculty members bring to the lecture room and laboratory not only fundamental knowledge of general subjects and college training in professional journalism subjects, but personal knowledge from their own experience in journalistic practice. Furthermore they are encouraged to continue research and study in journalism and to spend vacations and leaves of absence from the University on the staffs of newspapers, magazines, or other journalistic organizations, or in achieving original writing. They are inspired to keep up with the development of journalistic education and journalistic practice throughout the country and the world. Since the increase in number of schools and departments of journalism in recent years Missouri faculty members have at times acted as exchange professors or visiting professors teaching in other universities or colleges of the country during summer school sessions. In this way they gain a broader knowledge of what is being done in different parts of the country in journalistic education. During longer leaves of absence different faculty members have served as: News editor of the Japan Advertiser, Tokyo; news editor of the Melbourne Herald, Melbourne, Australia; editor of the Trans-Pacific Magazine; on the staff of the Honolulu Star-Bulletin; and as graduate students at other universities.

Missouri journalism faculty members also have written and continue to write bulletins, text-books, and educational articles on various phases of journalism. Many of them contribute articles on diversified subjects to newspapers and magazines of the United States. The School itself is a member of the American Association of Schools and Departments of Journalism and faculty are members of the American Association of Teachers of Journalism.

In so far as possible the organization of the School of Journalism is like that of a newspaper office. The Dean of the School might be compared to the publisher or owner of a newspaper; the next in rank to the managing editor, responsible for the production of the daily newspaper. Professors and instructors in copy reading compare with the copy desk head and the telegraph editor in the city newspaper office; other faculty members might be termed the advertising manager; magazine supplement editor; chief of the editorial staff; and editors of various departments such as one finds on any standard newspaper; and another is in charge of the Herald-Statesman, a weekly rural newspaper. The student body, including those men and women working for a degree in journalism, special students, and students from other divisions in the university taking one or more courses in journalism, make up the staffs of the different publications.

The building in which journalism instruction is given, Jay H. Neff Hall, is furnished as nearly as possible to correspond with a newspaper office or plant and at the same time meet instructional needs. Of course there must be separate lecture rooms such as one does not find in an ordinary newspaper office. But the well-lighted, carefully designed news room is fitted with a city editor's desk and adequate number of typewriters and type-writer desks where student-reporters may write the stories previously assigned by faculty members. The room where copy reading is taught has the regulation horseshoe desk. The teacher of copy reading sits in "the slot" and supervises the editing of copy by the students who sit around him. The rooms where editorial writing, newspaper

management, and other classes are taught are fitted as lecture or conference rooms. There are two advertising rooms, one equipped with stools and high desks where students may plan and make up the advertisements and another where the student-advertising solicitors receive their assignments (from a faculty member) and return to report results and type their copy. The latter room is fitted with desks, typewriters, telephones, and filing cabinets in which are kept the latest matrices and cuts from several advertising services.

On the main floor of the building are the business offices where the business manager (paid by the Missourian Association and not a member of the University faculty) and his assistants take care of the circulation and distribution of the School's publications and keep the books. The business manager also is in charge of the printing plant which is located in the basement of Jay H. Neff Hall. This plant is notable for its amount of window space, its facilities for light and air. It is large and equipped with modern machinery.

There is also a photo-illustration laboratory in charge of a member of the journalism faculty who teach photography and the production of newspaper illustration. This laboratory is fully equipped with modern machinery for the rapid and efficient making of halftone and line plates, for taking and finishing photographs.

The School has a well-equipped journalism library, providing facilities for study and research. It receives regularly the most representative newspapers and periodicals from all the cities of the United States and many from Great Britain, France, Germany, Africa, Australia, New Zealand, Canada, South America, the Philippines and Hawaii. All of the daily and weekly newspapers published in Missouri are received. These publications represent all types of journalism, not just the best or the worst, so they may be compared and criticized and analyzed. In addition most of the journalism trade publications are received, thus giving students and faculty opportunity to know what publishers, editors and reporters and the

advertisers themselves are thinking, planning and doing, as well as what opportunities are open in the field of journalism. Also there are hundreds of volumes of valuable reference books.

A feature of the School of Journalism at Missouri University is its publications which offer laboratory facilities. The Columbia Missourian, the Missourian Magazine, and the Columbia Herald-Statesman afford opportunity for the students to obtain practical experience, to put into actual use, the fundamental principles, ethics, and theories which they learn in lecture and writing courses. All the writing and editing for these three papers and the advertising work for the first two are done by students in journalism, working under the direct supervision of the faculty members.

The School's teaching plan combines this laboratory practice with work in the classroom. The student who is studying political science one hour may find himself applying this knowledge the next hour by reporting a campaign meeting. Or he may go from a history class room to edit copy and write headlines for the day's newspaper. He may leave a class in economics to write and sell a clothing advertisement. This laboratory practice has been an outstanding phase in the School since it was begun in 1908 and has been one of the things that have brought favorable comment from numerous newspaper men and journalistic organizations. The Missouri Press Association praised these laboratory methods in a resolution, adopted May 25, 1923: "Without reservation the Missouri Press Association extends hearty congratulations and best wishes to the Missouri School of Journalism and rejoices in being able to meet in Columbia on this, the fourteenth annual Journalism Week. We take to ourselves a part of the honor and glory because our association has always supported the School of Journalism and always rejoices in its success. We are especially pleased that the School of Journalism is able to offer to students from Missouri and other states and countries the advantages of such a complete newspaper laboratory,

a laboratory which extends its benefits and usefulness wherever the graduates of this School find their field of labor and offers a means whereby all students may obtain at first hand practical and effective newspaper training."

The Columbia Missourian is an evening daily newspaper circulating throughout the city and county and having subscribers outside the State. It carries telegraph news, has staff correspondents in rural districts, sends out reporters to cover sessions of the State Legislature and other important meetings and news events in the State, and covers the local news of Columbia including news of Missouri University and the two colleges located in Columbia.

The Missourian Magazine is a weekly supplement which runs each Saturday as a special section of the Columbia Missourian. It is of tabloid size and contains features, special departments, and many illustrations. These two publications are published in the printing plant at Jay H. Neff Hall.

The Columbia Herald-Statesman is a privately owned country weekly newspaper which is written, edited and made up nine months of the year by students of rural journalism enrolled in the Missouri School of Journalism. News pictures and cartoons produced by student photographers and artists are made into halftones and line etchings in the School's photo-engraving laboratory and used in these three publications.

The use of the publications as a laboratory insures that the conditions under which the student works shall be the same as those he will meet when he has left the School for actual newspaper practice. It insures that the student reporter on an assignment shall be treated as a reporter both by his instructors and by outsiders. It impresses upon him the fundamentals of the newspaper office—that the facts must be accurate, that they must be handled correctly, and that the story must be turned in at the earliest possible moment. In addition, the linking of courses of all sorts with the actual publication of newspapers gives the student opportunity for development

and training of the initiative that makes a newspaper man or woman valuable to his paper.

The student comes to realize that reporting does not consist in writing only the big news that happens occasionally but also in writing the every-day events of less importance, and finding and writing news that does not lie on the surface. Writing each story with the needs of a particular publication on a certain date in mind, he learns that a story worth half a column one day may be cut to two inches on another when more important material is crowding the newspaper columns. He learns the responsibility that is a reporter's in dealing with the people about whom he writes, both before and after his stories are published. The fact that what he writes is published and read by thousands, forces the student to realize that it really matters if he does not do his work thoroughly, if he is inaccurate, slipshod or unfair. Stories for the wastebasket may be crammed with errors and no one be the wiser, but the carelessly written story that is printed has little chance of escaping all the eyes that scrutinize the pages of these publications.

Students are encouraged to consider not only the technical but also the moral problems that confront editors. The School's publications must be representative of the best in journalism, and at the same time must hold enough subscribers and carry enough advertising to pay their own way.

Naturally this complete organization and equipment did not exist in 1908. There has been a steady development of the School of Journalism organization through these twenty years, the School each year more adequately and successfully filling the need for such professional education. With the establishment of the School came the founding of the University Missourian as a daily newspaper in Columbia. Classrooms served as news or editorial offices where student-journalists were told "how" in lectures and personal conferences and through assignments to obtain news, editorials, features, photographs, and advertisements. The printing plant and business

office were elsewhere because space allotted to the new University division did not allow room for other than class facilities. The management of the Missourian changed and developed with the changing needs such as increasing enrollment, added faculty members, introduction of new courses, new equipment, and the changing newspaper needs of the times and the community. The first year the paper was issued with the School itself assuming all responsibility. Beginning in 1909 it was student-owned and managed (although always under the direct supervision of journalism faculty members, and always appearing as a general city newspaper, never as a college journal). In 1920 the Missourian Publishing Association was formed with alumni and former students of the School of Journalism as stockholders. The board of directors included nine stockholders who were elected, a business manager (not a student) who was paid by the corporation and gave his full time to the Missourian. At this time, through the beneficence of Ward A. Neff, B. J. '13, Jay H. Neff Hall was erected to house the School of Journalism. The University agreed to install and maintain a complete plant for the printing of the paper, thus providing rent, light, heat, and power. So for the first time classrooms, news and business offices and printing plant were housed in the same building. In 1926 the Missourian Publishing Association was disbanded, the stock returned to its members and a new organization effected. The new Missourian Publishing Association is organized under the provisions of the Missouri statutes governing benevolent, scientific, and educational associations.

While in general the news and editorial policies of the Missourian have remained the same throughout the twenty years there have been changes from year to year in the variety and kinds of news and special departments carried, in the make-up and typography, all varying according to talent available, changes in curriculum and faculty, and the equipment on hand. The detailed development of the Missourian and other publications

will be given in other chapters. Other publications have really grown out of the Missourian. The Missourian Magazine had its origin in special pages and departments carried in the Missourian once or twice a week. Finally this special feature material was concentrated in the magazine supplement. As courses in country newspaper writing and production were created farm and garden news was first carried in special departments in the Missourian. As these courses developed and drew increasing numbers of students, the use of the Herald-Statesman was acquired so those particularly interested in the country newspaper work could have practical experience in writing, editing and making-up a weekly rural newspaper.

It has been the general policy of the School of Journalism not to use text books. Through lectures, conferences, research and study of existing newspapers and other publications all over the world, reference readings, and most of all through direct laboratory work the professional education has been carried on. Texts, bulletins, and treatises on various phases of journalism have been written by faculty members at the Missouri School of Journalism and these as well as volumes written by other journalists have been assigned for reference reading and study. The "Deskbook of the School of Journalism" is the one text all students are required to study. It is a small volume, compiled by Missouri journalism faculty members, containing fundamental style and usage "do's and don'ts" that apply to any modern American standard newspaper.

Another feature of the instruction at Missouri is the frequent bringing to the School of Journalism of men and women of prominence in the profession to address the student body or special classes, or to have personal conferences with students, dealing with specific questions and problems. Whenever opportunity offers such individuals are brought to the School throughout the year. And once each year, Journalism Week, there is an entire week of public addresses, conferences, and gatherings

of journalists. The week is planned long in advance and has among its participants not only members of the Missouri Press Association, the Writers' Guild and other journalistic groups of this State but editors, publishers, artists, authors and advertisers of note from all over the world.

The first professional faculty of the School of Journalism included the dean, one assistant professor, one instructor, and two student assistants. In 1928 the professional faculty included the dean, one professor, one associate professor, four assistant professors, four instructors and three student assistants. In the first year of the School seventy-two students were enrolled. In 1928, including candidates for a degree in journalism, special students, and also those from other divisions of the University enrolled in one or more classes in journalism, enrollment was four hundred and thirty-five. All courses in the School are open to women on the same basis as men and the percentage of women students has increased from year to year. With the increasing enrollment and consequent increasing faculty, the curriculum of the School was extended and diversified.

The first year admission to the School was by examination or, without examination, by certificate from an accredited high school. Beginning with the 1911-12 session requirements for admission were the satisfactory completion of (1) a four years' high school course or its equivalent, and (2) the first two years' work or sixty hours credit in the College of Arts and Science of the University of Missouri or its equivalent. This credit, it was noted, should include economics, five hours; logic and psychology, five hours; political science or sociology, five hours. Concerning admission to the School in 1928-29 the official announcement says:

"The School's students are made up of the following classes:

"1. Students who have completed at least two years of study in the College of Arts and Science of the University of Missouri, or the equivalent of this study. These may

enter the School of Journalism as regular students and complete the requirements for the degree of Bachelor of Journalism in two years more. Students who have more than two years of college credit may reduce the length of their stay in the School of Journalism, but the sequence of courses makes it desirable for every student to spread his professional courses over at least three semesters, or two semesters and a summer term. The student who combines his studies in the School of Journalism with studies in the College of Arts and Science may obtain degrees from both in five years.

"2. Students who have completed a four-year academic course and received a bachelor's degree. Such students may obtain the degree of Bachelor of Journalism upon successful completion of the required professional courses. In exceptional cases this may be done in one school year, but it is better, on account of the sequence of courses, to take three semesters, or two semesters and a summer term.

"3. Special students—persons more than twenty-one years old who do not meet the requirements for admission as regular students, and who are not candidates for degrees. The attention of men and women of journalistic experience but no college education is especially called to this class. Special students may take such courses as they are prepared to enter without regard to the requirements for graduation.

"4. Students of other divisions of the University, to whom certain courses in journalism are open.

"5. Graduate students in journalism. Most of such students hold bachelor's degrees in journalism. They enroll in the Graduate School of the University of Missouri, but take their principal work in the School of Journalism.

"It is suggested that all students have a knowledge of typewriting before entering the School of Journalism.

"In the two years of college work required for entrance to the school, the student must complete sixty hours. Of these, four hours must be in Citizenship; six hours in

English Composition and Rhetoric; ten hours in one foreign language; three hours in mathematics or logic; five hours in a physical science (astronomy, chemistry, geology, or physics); and five in a biological science (botany or zoology).

"If the student plans to specialize in agricultural journalism, the physical science taken should be chemistry, as this is a prerequisite for some agricultural courses.

"These requirements may be waived in part if the student, upon entering the College of Arts and Science, shows that he has already done sufficient work in any of these subjects.

"In any case, it is strongly urged that the student take in his first two years: ten hours of a modern language, three hours of logic, five hours of American History, three hours of narration, and three hours of exposition."

Until 1913 the degree offered by the School of Journalism was that of Bachelor of Science in Journalism (B. S. in J.). Since the spring of 1913 the degree has been Bachelor of Journalism (B. J.). During the first three years the requirements for graduation were: (1) The student must be regularly admitted to the department; (2) He must complete during the first two years of his course—six hours of English, six hours of history, and twelve hours of other social sciences (economics, sociology, political science), six hours of physical or biological science (astronomy, chemistry, geology, and mineralogy, physics, botany, zoology, physiology), six hours of modern languages and six hours of mathematics or logic and psychology; (3) He must complete work in journalism to the amount of twenty-four hours, the greater portion of this work to be taken during the junior and senior years; (4) The total requirement for graduation is one hundred and twenty hours.

When requirements for admission were changed in 1911 to include two years of arts and science work, the requirements for graduation were also changed as follows: (1) The candidate for a degree in journalism must be regularly admitted to the School; (2) He must complete

(a) a major of twenty-four hours in journalism including six hours of history and principles of journalism, six hours of news gathering, three hours of copy reading; and (b) a minor of twelve hours chosen, with the consent of the Dean, in subjects relating to journalism; (3) He must complete a total of seventy-two hours (This in addition to sixty hours of arts and science work.).

In the 1912-13 session the second requirement was changed to read: (2) He must complete a major of thirty-six hours in journalism including six hours of history and principles of journalism, six hours of news gathering, six hours of reporting, six hours of copy reading. The minor of twelve hours remained as in previous years. The amount of professional journalism courses required or the "major" in journalism has varied throughout the years. In the 1914-15 session it was changed from thirty-six to twenty-four hours of required journalism subjects including six hours history and principles of journalism, three hours news, nine hours reporting, and six hours copy reading. The total of sixty hours work in addition to the first two years of arts and science was required for graduation. While one hundred and twenty hours continued to be required for the B. J. degree, the professional requirement was again raised to thirty hours in 1915-16 session and has not gone below that requirement since.

An additional requirement for graduation introduced in 1915-16 and continued since then is the satisfactory passing of an English test given in the junior year. The test is given with the primary aim of impressing upon the student the importance of good English in his newspaper work. Those who fail are given another opportunity in the following (senior) year.

The continual demand for men and women familiar with agriculture and trained in journalism led to a broadening of the instruction offered in agricultural journalism. For a number of years a single course in this was offered for students in the College of Agriculture of the University of Missouri. Beginning in the fall of 1922 it was made possible for a student to take a four-year course

in the University, including the fundamental courses in both journalism and agriculture, and leading to a degree in either, depending upon how the students' studies were chosen. The degree offered for such work was Bachelor of Science in Agricultural Journalism.

In 1928-29 the official announcement gave the following requirements for graduation from the School of Journalism:

"The School of Journalism confers one undergraduate degree, Bachelor of Journalism (B. J.). A student specializing in agricultural journalism will have the notation (in Agricultural Journalism) made upon his diploma.

"To obtain the degree of Bachelor of Journalism, the student must fulfill the following conditions:

"1. He must be regularly admitted to the school.

"2. He must complete a major of at least thirty hours in journalism, including six hours of History and Principles of Journalism, six hours of News and Reporting, four hours of Copy Reading, three hours of Principles of Advertising, and in addition, (a) three hours more of Reporting and two hours more of Copy Reading, or, (b) nine hours more of advertising courses, or (c) ten hours of illustration courses, or (d) six hours of feature writing and magazine courses, or (e) six hours of rural journalism courses.

"3. He must complete at least twenty hours in courses for upperclassmen in some of the following departments: Economics and commerce, Germanic or Romance languages, English, history, philosophy, political science and public law, psychology, and sociology.

"These requirements may be in part waived on condition that the work presented by the student at admission shows, in the opinion of the Dean, sufficient acquaintance with a given subject.

"4. He must complete a total of sixty hours.

"To obtain the degree of Bachelor of Journalism (in Agricultural Journalism), the student must fulfill the following conditions:

"1. He must be regularly admitted to the school.

"2. He must complete a major of at least thirty hours in journalism, including six hours of History and Principles of Journalism, six hours of News and Reporting, four hours of Copy Reading, three hours of Principles of Advertising, and nine hours of rural journalism courses.

"These requirements may be in part waived on condition that the work presented by the student at admission shows, in the opinion of the Dean, sufficient acquaintance with a give subject.

"3. He must complete thirty hours of technical courses in agriculture.

"4. He must complete a total of sixty hours.

"All regular students must pass, near the close of the second term in journalism, a test of their proficiency in English. Those who fail will be given a further test the following year. No student will be recommended for any degree until his English is satisfactory.

"In addition to all requirements now in force, the following will become effective at the beginning of the summer term, 1929:

"5. A candidate for any degree from the School of Journalism must earn sixty points on the following basis: Grade of E, three points for each hour; grade of S, two points for each hour; grade of M or Passed (also advanced standing for work done elsewhere), one point for each hour; grades lower than M, no points."

Ten professional courses were originally offered by the School of Journalism in 1908 including: History and Principles of Journalism, Newspaper Making, Newspaper Administration, Magazine and Class Journalism, Newspaper Publishing, Newspaper Jurisprudence, News-Gathering, Correspondence, and Office Equipment. It was announced that a course in Advertising would be given the following year.

In the 1928-29 school year fifty-seven professional courses were listed. Other courses have been taught and later dropped from the schedule. The different courses have originated and developed according to demands of

the times, and also according to physical equipment and faculty available as well as because of the need for wider study of varied phases of journalism and developments in the profession itself.

A brief history and description of existing courses is here given.

History of Journalism

History and Principles of Journalism—Required of all students in journalism, has been taught by Dean Walter Williams since the first year of the School. In it is considered briefly the history of printing of the earliest newspapers on the continent of Europe, in England, and in the United States, the modern newspaper, purposes underlying journalism, and the effect of journalism as a social force.

Comparative Journalism—Continuously taught since 1908 by Dean Williams, is a discussion of various types of newspapers throughout the world. The newspapers of other countries than the United States are emphasized and the Journalism Library supplies laboratory material for such study, containing from the beginning of the School representative journals from the more important nations.

The Editorial—Policy and Writing

Newspaper Administration—The first course to meet in the School of Journalism, taught then and during the years that have followed by Dean Williams. In the course are considered the administration of a newspaper from the standpoint of editorial management and control. At first the course included editorial writing, later made a separate course. The course in Newspaper Administration has been given every school year since 1908.

The Editorial—An offshoot of the first course in Newspaper Administration, taught at first by Dean Williams, and later by other members of the journalism faculty. While other courses have grown in numbers, The

Editorial has been limited to twelve students each semester. In content, the course is practically the same as when first given. Assignments furnish the material for the Missourian's editorial column, while class discussions deal partly with topics upon which the students are about to write, and partly with questions of editorial policy in general. It is a "thinking" as well as a writing course. It is assumed that students know how to write when they enroll in the course so consideration is given mostly to the factors that effect what is to be written.

News Gathering and Editing

The News—Offered continuously since the establishment of the School of Journalism and taught continuously since February 1909 by Frank L. Martin. All candidates for B. J. degree except those specializing in advertising are required to take the course, which is open also to special students. It is a lecture course including a study of the entire news field, local, state, national and international, and a study of newsgathering organizations, newspaper plant organization, news values, news sources, and methods of writing, presenting and displaying news. One text and outside reading of references including texts, newspapers and periodicals, are required.

Reporting—Reporting I, offered continuously since the beginning of the School, is a laboratory course in the gathering and writing of news. The course, News, is a prerequisite. Laboratory periods consist of two hours daily, six days a week. Students are given assignments as reporters for the Columbia Missourian to cover the news of Columbia, the University, and the county, supplemented by the writing of country correspondence material and local developments of telegraph stories from the leased wire service of the United Press Associations. The various departmental news such as carried in any standard newspaper—sports, society, et cetera—is done

by students in reporting. Occasional out-of-town assignments are given, including the State Legislature while in session. Reporting II and Reporting III are continuation courses with more important news assignments provided as the experience and ability of the individual student warrants. Reporting II has been given continuously since 1908. Reporting classes are taught by Prof. Martin and Prof. Eugene W. Sharp.

Newspaper Making—Special laboratory course offered for advanced students wishing to specialize in reporting.

News Desk Methods—Established in 1926 under Prof. Frank L. Martin and open to graduate students only. The required courses leading to a B. J. degree are prerequisite. It is designed to give students experience and instruction in the work of the city editor and in the operation of a news desk. Instruction is given in the keeping of an assignment book, in the assignments of reporters, in the keeping of a future book, and in the work of similar character.

Special Correspondence—Recognizing the educational value of travel, the School of Journalism offers each summer a course in Special Correspondence. The work consists principally of making a trip lasting several weeks, over a route which is changed each year, and writing daily news and feature stories from material gathered along the way. Each student acts as a correspondent for one or more daily newspapers, to which he sends his stories for publication. The part of the summer term which is not occupied by the trip is spent in Columbia studying about the territory to be visited or completing the writing of stories for which notes were gathered on the trip. As a rule about half of the eight-week summer term is spent away from Columbia. Every effort is made to keep the traveling expenses within a moderate sum. In 1923 Professors Martin and Mann took nineteen students on a trip through South Missouri and North Arkansas. They traveled twenty-five hundred miles by rail,

automobile, and boat, visiting fifty cities and towns, and writing stories about the places and persons visited for newspapers previously assigned. Three hundred and thirty columns of news stories written by the class were clipped and saved. The summer of 1924 Prof. Mann took a group of students to North Missouri, Iowa, and South Dakota. The 1925 trip was made to Old Mexico. The party traveled through Dallas, Houston, Galveston, Corpus Christi, Laredo, and Monteray, Mexico, stopping at these places before reaching Mexico City where they stayed three weeks. In 1926 the class visited different sections of Missouri by automobile. The 1927 trip was to Florence, Ala., the location of the Wilson Dam and several large government power projects. The trip covered more than 1500 miles and was made by river packet boats, trains and stages, with stops in several of the industrial centers of the South. In Paducah, Ky., the party visited Mrs. Manie S. Cobb, mother of the famous author, and had with her the first interview she ever granted. In Nashville, Tenn., the late Gov. Austin Peay received them in his office in the state capitol.

The homeward trip as far as St. Louis, was made by packet boat on the Tennessee and Mississippi rivers.

Copy Reading—When the School of Journalism began instruction in 1908 student copy readers began to edit and headline the copy turned in by student reporters; today other student copy readers are busy at the same job. While the theory is unchanged, there has been a tremendous expansion. In the early days three morning classes five days a week cared for all the students enrolled in three courses, Copy Reading I, II, and III. Afternoon and Saturday copy was handled by student assistants or faculty members at the downtown shop where the Missourian was printed. The amount of copy available was comparatively small. The Missourian had only four pages of six columns each, there was little telegraph news, and the reporters were few in comparison with present numbers. Increasing numbers of students

and increasing amounts of copy necessitated changes. With some hesitation classes were scheduled for the afternoons, meeting at the Herald-Statesman plant in a Ninth Street basement, where the Missourian was printed. It was soon found that these afternoon sections were valuable both because of the amount of live copy and because a student could put in two or three hours uninterruptedly. Also, the students got a closer contact with the printing problems involved than they could have had in a class room half a mile from the publishing office. Saturday classes followed soon after. With the teaching of journalism in summer session and, within recent years, the establishment of the August intersession, classes are now in session virtually eight hours a day the year around. In 1927 it was necessary to schedule classes during the noon hour every day. One factor in this was the establishment of a printer-telegraph service from the United Press instead of the former long-distance telephone service. This greatly increased the amount of available copy.

In 1908 all the Copy Reading classes consisted largely of laboratory work. At the beginning of each semester the instructor made a brief talk on how to mark copy; then he passed out news stories and the students went to work on them. Further instructions were given individually, which of course required constant repetition. As the classes grew larger it was found advisable to keep the beginning students separate and devote some time to telling them as a group what they would otherwise have had to be told separately. This plan is now followed. The class in Copy Reading I, cut to two hours credit, meets as a lecture and recitation class. The next semester students enroll in Copy Reading II and put in eight hours a week of actual copy reading. Copy Reading III was dropped for a time but has been re-established for students of especial ability who wish to specialize in this phase of journalism.

Copy-Desk Methods—Established in 1927 and open only to graduate students. The course seeks to train for

copy-desk editorship. It deals with the handling of copy; advanced headline writing; principles of headline display.

Two members of the professional faculty now have charge of the copy reading work, Prof. R. S. Mann and Miss Helen Jo Scott.

Advertising

The first course in advertising was offered by the School of Journalism in 1908-09. It was taught by Charles G. Ross and called Advertising and Publishing. The University catalog described it as: "a study of newspaper and magazine advertising, preparation of advertising copy, display, and a consideration of the business side of journalism including circulation." This course was given with lectures only. The following year special attention was paid to advertising copy and students in the course were given for the first time actual practice in writing and selling of advertising for the Missourian. Mr. Ross' other courses were in the news department and in 1911 he gave up the advertising course. Joseph E. Chasnoff became instructor in advertising in 1911 teaching a course called Advertising Direction, which took the place of the course formerly taught by Mr. Ross. The new course gave additional emphasis to the business side of advertising, to correspondence, and to publisher relationships. Mr. Chasnoff added new courses in advertising as each succeeding instructor in that department has done until now more than twenty courses relate directly to this subject. No textbooks have ever been used at the School in instruction in advertising. The instruction includes lectures and practical application. With the exception of national advertising all the advertising carried in the daily Missourian and the Missourian Magazine is written and sold by students in advertising classes. Three monthly advertising "mat" services are taken by the School for the use of the advertising classes. Problems of local retail merchants are unearthed and discussed. Instruction is further furnished by a study of the actual

campaigns supplied by manufacturers of nationally advertised goods. The problems of these campaigns are discussed in the light of the actual conditions surrounding their marketing.

A brief history and description of advertising courses now offered follows. Additional courses including advertising instruction are to be found in illustration, rural journalism courses and courses for teachers.

Principles of Advertising—First given by Joseph E. Chasnoff who sought to develop "the essentials underlying successful advertising, with special emphasis to selling plans, effective appeals, and the principles of arranging and writing copy." This course, much changed, is now required of all candidates for a degree in journalism. It deals with advertising fundamentals in relation to modern business activities, and serves as the basic course in advertising.

Advertising Writing—John B. Powell in 1912 began this course in which he taught preparation of advertising copy and campaigns, commercial literature, and business correspondence. With some changes this course has been offered continuously since 1912. It is now a required course for all students specializing in advertising.

Advertising Salesmanship—Joseph E. Chasnoff had started a course called Advertising Direction. In 1912 the name of the course was changed by J. B. Powell to Soliciting of Advertising; in 1920 it was again changed to Selling of Advertising, and later to Advertising Salesmanship. In it students apply the principles of salesmanship to specific lines of business by work with newspaper clients. A continuation of this is found in Advanced Advertising Salesmanship, which formerly was called Selling of Advertising II.

Advertising Service and Promotion—Started in 1922 by Don D. Patterson. It includes the problems of all kinds of publications and is now taught by Thomas L. Yates.

Advertising and Distribution—Offered first in 1924 by E. K. Johnston. It deals with the mechanism and operation of markets, studied in their relation to the effect on the distribution of advertised commodities and services.

Advertising Campaigns—Also started in 1924 by E. K. Johnston. It considers the planning and presenting of national and retail campaigns, with special reference to a particular investigation of a product or service.

Retail Store Advertising—Offered first in 1924, it deals with the analysis, from the advertising viewpoint, of the selling and store-management problems encountered in the local field.

Direct Mail Advertising—Gives practice writing in all forms of media, to a selected audience, and a consideration of the physical make up of each medium.

Advertising Problems—Joseph E. Chasnoff in 1911 taught a course called Current Problems in Advertising which developed in 1922 into Advertising Problems. In it are considered the analysis and solution, by the case method, of a wide variety of advertising and distribution problems from the approach of the business executive.

Advertising Plans and Procedure—Offered first in 1928, and dealing with the scope and possibilities of modern methods of promoting advertising for civic, cooperative, public, institutional, and business organizations. The case method is used.

Advertising Layout—Started by Horatio B. Moore in 1924 and now taught by Thomas L. Yates. It deals with the designing of advertisements with special consideration to layout, type, illustrations, color, and lettering.

The Psychology of Advertising—Offered first by Prof. Max Meyer in 1928, it takes up the application of psychological knowledge and technique to practical advertising, selling and publicity problems. It is investigation and analysis of human nature applied to the concrete problems of advertising.

Senior Seminary in Advertising—Special work for seniors majoring in advertising through group discussion of current problems by the case method.

Advertising Seminary—A discussion of graduate problems, including a survey of bibliographical methods and aids in research. Required of all students majoring in advertising.

Research in Advertising—A concentrated study of special problems, methods, organizations, and objectives of the retail or national advertiser. This is a thesis course required of all graduate students in advertising. Offered first in 1921.

Advertising-Desk Methods—Advertising-office equipment and methods are studied and there is instruction in the direction of solicitors, selling procedure, and publication contact. This is a graduate course.

Illustration

The publication of the Columbia Missourian was begun in a period marked by the increasing use of newspaper illustrations. From the first it was felt that students should receive training in the making and mechanical reproduction of pictures for news presentation and advertising purposes. How to obtain pictures and printing plates became a problem almost with the founding of the School. The courses developed in the School of Journalism show how these needs were met.

Newspaper Illustration—First offered as a course in journalism by Prof. J. S. Ankeney in 1909-10. It consisted of laboratory practice in pen-and-ink technique, supplemented by lectures on the adaptation of art to newspaper needs. A continuation course was offered the following year as Newspaper Illustration II. In 1913 two advanced courses were offered and these four courses have continued, making a total of twenty hours available for credit in journalism. The advanced courses consider

individual problems, specializing in newspaper and magazine illustration, cartooning, and advertising design.

Principles of Photo-Engraving—In 1914 the School of Journalism equipped a photo-engraving laboratory and Herbert W. Smith was put in charge. Students were given practical instruction in the making of halftone plates for use in the Missourian. In 1916 Mr. Smith offered courses in Photo-Illustration and Illustration Copy, which later were revised and merged in the course Principles of Photo-Engraving. In this students are made familiar with the making of printing-plates, and with the various printing processes including photogravure, process color-printing, lithography, embossing, and many others. There are lectures and practical laboratory work.

Advertisement Illustrations—Introduced in 1928 by W. H. Lathrop, it deals with the naturalistic field for advertising art, including the use of photographs.

Advertising Design—First offered by Herbert W. Smith and dealing with lettering, border decoration, illustration of merchandise and complete layout work. It is now taught by Mr. Lathrop and described as dealing with "decorative art as created to fill advertising needs in design; historical and modern forms and possibilities for development."

Practical Illustrating for Advertisements—Offered by Prof. J. S. Ankeney in 1928, deals with fundamentals of art as they affect advertisement illustration; what the artist in advertising is called upon to do and how to do it.

Agricultural Journalism

The Agricultural Press—Courses in agricultural journalism have been offered since 1910-11, when a three-hour course called Agricultural Journalism was started by Charles G. Ross, assistant professor of journalism. These courses are now required by students who are candidates for the degrees of Bachelor of Science in Agriculture (in

Agricultural Journalism) and Bachelor of Journalism (in Agricultural Journalism). Both classroom and laboratory instruction was included in the course, and consideration was given to the gathering, writing, and presentation of agricultural news, writing for the agricultural press, and the preparation of agricultural bulletins. In 1915-16, Mr. Ross offered the course principally for seniors and juniors in the College of Agriculture.

Prof. R. S. Mann taught the course during the 1919-20 and 1920-21 sessions, and E. R. Childers, assistant professor of journalism, took charge of the course in 1921-22, when it was offered for all students qualified to take it, and not principally for seniors and juniors of the College of Agriculture. In 1922-23 Prof. Childers changed the name of the course to the Agricultural Press and limited instruction to writing for and editing agricultural publications. Prof. Childers offered another agricultural journalism course in that session, Agricultural Advertising for three hours' credit. This course dealt with advertising as it relates to the farm and the farmer. It was offered for the last time in 1923-24.

In 1924-25 the Agricultural Press was offered by Prof. Childers and John H. Casey, assistant professor of journalism. Prof. Casey also offered a three-hour course called Agricultural News, which was for students who expected to be county extension agents, farm managers, or contributors to farm journals. Prof. Casey taught the two courses separately in 1925-26, but in 1926-27 he combined them under the name, "The Agricultural Press." In 1927-28 T. C. Morelock began teaching this course. Special attention is paid to the writing and presentation of agricultural news, and the course is offered for both journalism and agricultural students. The enrollment each year is about ten.

Newspaper Publishing—Mr. Powell offered Rural Newspaper Management until the 1918-19 session. The course was omitted for several sessons. It was taught again in 1924-25, this time by John H. Casey, assistant

professor of journalism. The name was changed to Country Newspaper Management, but the content of the course remained the same. In 1926-27 Prof. Casey changed the name of the course to Newspaper Publishing. This course was taken over by T. C. Morelock in 1927-28. While special attention is given to the rural newspaper, the course deals with the business side of newspaper making in general, covering circulation building, advertising methods, and other publishing problems.

Principles of Rural Journalism—The first instruction in rural journalism given by the School dealt with an outstandingly weak side of the country newspaper, the business department. This course, called Rural Newspaper Management, was started in 1913-14 by John B. Powell, instructor in advertising, and afforded instruction in the application of advertising principles to the country weekly and in the business and circulation methods of the small-town newspaper. The next course was the Country Newspaper, which was first given in 1915-16 by Charles G. Ross, instructor in journalism, and considered the special editorial and news problems of the small-town or country weekly newspaper. It consisted of both lectures and laboratory work and was given until the 1918-19 session, when it was omitted for two years. It was given again in 1920-21 summer session by Dean Walter Williams. In the following three sessions Prof. Childers conducted the course, and in 1924-25 he and Prof. Casey were in charge of it. Prof. Casey changed its name to the Principles of Rural Journalism in 1926-27, but the content was not changed materially. The instruction now includes a study of the content of the rural newspaper, its editorial and news problems, and the opportunities in rural and agricultural journalism. In the 1927-28 session T. C. Morelock took charge of the course.

Country Newspaper Production—A strictly laboratory course in rural journalism first offered in the 1924-25 session. It was started by Prof. Casey who taught it until

1927 when T. C. Morelock took charge of it. In this course the students are required to do all the newsgathering, editing, and editorial work needed in the publication of the Columbia Herald-Statesman, a weekly newspaper of general circulation in Boone County.

Special Work

Feature Writing—Charles G. Ross taught the first course in this field in 1909, calling it Magazine Making and including a technical study of the making of magazines from the viewpoint of the publisher, the editor, and the contributor. In 1911 this course was dropped and Prof. Ross started the course called Advanced News Writing, "the writing of feature news, with special reference to the requirements of Sunday newspapers." Feature Writing was added in 1914 for "the writing of special stories, with opportunity to use the camera for purposes of illustration." It was taught by Prof. Frank L. Martin. In 1921 Miss Sara L. Lockwood took over the course in Advanced News, which had been taught by Mr. Ross and later by Prof. R. S. Mann, and later she also took over the course in Feature Writing, reorganizing both courses. Feature Writing now includes the writing of special features for the Missourian and the Missourian Magazine.

The Special Article—The course in Advanced News Writing started by Prof. Ross later became Feature Writing II, a continuation of Feature Writing I, and this developed later into The Special Article, with stress laid on the writing and selling of special features to periodicals. The course is now taught by Miss Frances Grinstead.

Newspaper and Magazine Departments—Introduced by Miss Lockwood in 1923. It includes the writing for and editing and make up of special departments for the Missourian and the Missourian Magazine and a survey of modern special departments in newspapers and magazines. The course was taken over by Miss Grinstead in 1927.

Literary and Dramatic Reviewing—Started in 1924 by Miss Lockwood as training for literary, dramatic, art and music reviewing in newspapers and magazines; including the actual reviewing of books and productions of drama, art, and music for the School's publications; and the editing of a literary section in the Missourian Magazine; as well as a study of reviews carried in leading newspapers and periodicals of this country. The course is now taught by Miss Grinstead.

Religious Journalism—The Bible College of Missouri in 1923 offered primarily for journalism students this course which aims "to acquaint the student with the sources of religious information; with the historical setting of principal religious concepts; with ecclesiastical terminology, forms, and usages; with current religious interests and movements; with outstanding religious leaders; with the organization and administration of the leading denominations, giving special attention to their nomenclature; with the religious journals representing the various denominations and points of view. Practice is given in the writing of religious articles." The course is taught by Dr. Milton C. Towner and it is given credit only in the School of Journalism.

Research in Journalism—This is a thesis course for graduate students in journalism and is directed by the professor in whose department the research work is done.

International News Communications—Introduced in 1925 by Eugene W. Sharp, it deals chiefly with cables, wireless, and news distribution. It is primarily a lecture course with assigned outside reading, and students are required to draw maps of the cable and wireless routes of the world. The effect of press rates and censorship on news, and such subjects are discussed. The importance of a free and adequate circulation of news internationally and of the necessity of proper media for distributing are taken up together with suggested remedies for such barriers as exist.

Law of the Press—A course in newspaper libel has been offered by the School of Journalism from its beginning, not for the purpose of revealing to the student the limits he may go in defaming an individual but to teach him how to avoid libeling his fellow man and how to defend himself honestly when he has unwittingly done so or when for the public good he has deliberately condemned the acts of one who has wronged society. First called Newspaper Jurisprudence and offered for one credit hour, the course was begun in 1908 by Prof. John Davison Lawson, dean of the faculty of law of the University, who gave instruction in "laws that relate to newspaper publishing, particularly the laws relating to libel," until the 1915-16 session. The course was not given again until 1918-19, when Prof. George Luther Clark, acting dean of the School of Law, taught for the same amount of credit the Law of Libel and Privacy. This course was offered until 1922-23. Re-established in 1925-26 session by T. C. Morelock, instructor in the School of Journalism, the course was presented from the viewpoint of the newspaper man and was expanded to include a study of the laws regulating copyright and the constitutional guaranties of the freedom of the press. The name of the course was changed to the Law of the Press and it was given for two hours' credit.

Trade and Technical Journalism—The course in the writing of articles for trade papers and technical publications was first offered by Prof. F. L. Martin and Charles G. Ross, instructor in journalism, in the fall term of the 1910-11 session. It was given for three hours' credit and considered "the assembling, preparation, and presentation of news interpretation and comment, editorial and feature work upon professional and technical periodicals, and the handling of special news and comment for the general newspaper." Both the lecture and laboratory methods of instruction were used. Special attention was given to the needs of teachers, engineers, lawyers, and physicians wishing training in writing for

the press. The course was offered for two semesters, and then was not given again until 1921-22, when E. R. Childers, assistant professor of journalism, re-established it and gave instruction in work on trade and technical papers and the preparation of house organs. He continued this instruction until the 1924-25 session, when he and John H. Casey, assistant professor of journalism, offered the course. No change in the content of the course has been made since that time, but the credit hours were reduced to two by Prof. Casey, who had the course until the 1927-28 session, when T. C. Morelock took charge of the work. Students taking this course are required to write articles for publication and to submit them to editors of trade or technical publications.

Principles of Typography—A one-hour course in the study of type and the mechanical equipment of the newspaper plant, was first given by E. R. Childers, assistant professor of journalism, in the spring term of the 1922-23 session and has been offered every year since. In 1924-25 it was offered by Prof. Childers and John H. Casey, assistant professor of journalism. Prof Casey taught this subject the following two years, and in the 1927-28 session it was given by T. C. Morelock. The chief purpose of the course is to acquaint the student with the various styles and sizes of type and to enable him to use type intelligently in presenting his message to the public. The student is taught not only how to select the most suitable and effective type style and size but also how to indicate his wants clearly to the printer.

Journalism for Teachers

The School Newspaper and Annual—The first course listed as journalism for teachers was in the summer term of 1920. For three years following a course called School News and Publications was offered in the summer sessions. These were followed by the present course The School Newspaper and Annual,—which is given primarily for high-school teachers in charge of student publications.

Available sources of material, construction of the news story, headlines, illustrations, make-up, and editorial problems are considered. The course is now taught by Prof. Mann and Miss Helen Jo Scott.

Advertising Promotion in School Publications—Started by Mr. Johnston and now taught by Mr. Yates, this course deals with the writing and selling of advertising in high-school and college publications, with special attention to problems of student solicitors. It is given primarily for those in charge of publications as advisers.

CHAPTER VII

Laboratory Work

The laboratory work since the opening of the first classes in the School of Journalism has included writing news, features and editorials, editing copy and writing headlines, soliciting and writing advertising for a daily newspaper. Later other publications were added as part of the School's laboratory equipment, and taking of pictures, making of engravings and other illustrations, and the actual making up of the publications were included as parts of various professional courses.

With the first day of the School's existence the University Missourian made its appearance and it has continued through these twenty years as a daily newspaper of Columbia. In 1909 the University Missourian Association was formed, composed of journalism students, to assume the responsibility of publishing the Missourian. A Missourian Board of nine members, elected from the journalism student body, managed the paper. This organization existed until 1920 when the Missourian Publishing Association was incorporated. Two editorials which appeared in the Missourian explained this new organization. The first appeared January 13, 1921:

"The Missourian Publishing Association, of Columbia, Missouri, has been granted incorporation by the Secretary of State under the laws of Missouri.

"The Association has a capital stock of $10,000 divided into one hundred shares of one hundred dollars each. It has fifty-five stockholders, all of whom are graduates or former students of the School of Journalism of the University of Missouri. The stockholders are:

Ward A. Neff, Chicago, Ill.; Ben G. Kline, Tokyo, Japan; Maurice E. Votaw, Columbia; Ruth Sanders, St. Louis; Ralph Gravely, Bolivar; Vina Lindsay, Kansas

City; D. E. Dexter, Kansas City; Maurice Hicklin, Seattle, Wash.; Houston Harte, San Angelo, Texas; John F. Williams, Joplin; Harry D. Guy, Dallas; Oscar E. Riley, New York City; Duke Parry, Tokyo; Glenn Babb, Tokyo; H. E. Rasmussen, Austin, Minn.; Mrs. Marvine Campbell Sheppard, Vernon, Tex.; Gus M. Oehm, New York City; Vaughn Bryant, Tokyo; Amy Armstrong LaCoste, Salt Lake City; George W. Turner, Chicago; Sara L. Lockwood, Philadelphia; Rulif M. Martin, Kansas City; Walter T. Brown, Denison, Tex.; Howard J. Lamade, Williamsport, Pa.; J. C. Stapel, Rockport; H. W. Godfrey, Kansas City; Frank H. Hedges, Tokyo; R. B. Ellard, Beloit, Wis.; R. F. Leggett, Louisville, Ky.; A. C. Bayless, Houston, Tex.; Jasper C. Hutto, Charlotte, N. C.; Buford O. Brown, Vernon, Tex.; Roy E. Miller, Fresno, Calif.; George R. Lamade, Williamsport, Pa.; Earl B. Trullinger, Maryville; E. Sebree Baskett, Fayette; Donald Ferguson, Sioux City, Ia., Mrs. Mary Paxton Keeley, Richmond, Va.; Mrs. Rosalie T. Dent, Louisville, Ky.; Hugh J. Mackay, Sapulpa, Okla.; Mrs. Myrtle McDougal Mackay, Sapulpa, Okla.; Francis Stewart, Muskogee, Okla.; R. M. Bandy, New York City; J. Harrison Brown, Mexico; Harry E. Ridings, Kansas City; Frank W. Rucker, Independence; C. L. Sanders, Amarillo, Tex.; Fred M. Williams, Kansas City; Russell L. Richards, Honolulu; Frank H. King, London, England; Alfonso Johnson, Columbia; J. B. Powell, Shanghai, China; Paul J. Morgan, Columbia; Mrs. G. Day Smith, Kansas City; Fred M. Harrison, Gallatin.

"The directors of the Association are: Harry E. Ridings, J. Harrison Brown, Frank W. Rucker, Ward A. Neff, Vina Lindsay, Sara L. Lockwood, Fred M. Harrison and David E. Dexter.

"The three first named constitute the executive committee. The manager appointed by the association is Alfonso Johnson. None of the stockholders, officers or employes are in the paid service of the University.

"The object of the association is to finance the publication of a newspaper for laboratory use by the School of

Journalism. Its Stockholders derive no financial profit from the corporation, as all profits, if any, are devoted to enlarging the School's laboratory facilities. The Missourian receives from the State, by agreement with the University Curators, sanctioned by the Legislature, the use of printing machinery equipment, office room, heat, light and power, for the machinery's operation. In return to the State and as more than adequate compensation the corporation furnishes to three hundred students of journalism a laboratory free of expense or difficulty of management or responsibility for publication. In practical effect the corporation is a continuing endowment to the School of Journalism corresponding in kind with Jay H. Neff Hall, which is the gift of one of the graduates of the School.

"The University Missourian Association which the new corporation succeeds, was composed of students in the school of Journalism. The Missourian Publishing Association is composed of graduates and former students.

"The policy of the Missourian will of course remain, under its new ownership, unchanged."

The second editorial quoted is from the Missourian of August 29, 1921:

"For two years we were guided by student managers who have since gone out into the newspaper field of this and other countries and made good. These student managers directed our way wisely and led us on to greater service to the community, but about the time we became accustomed to the leadership of one manager he would complete his school work and turn us over to a new manager. In spite of frequent changes in management, we never fell back, and we never stopped, we kept going, furnishing the students in the School of Journalism an ideal laboratory. We were twelve years old before we had a real home and when we moved into Jay H. Neff Hall we were determined to prove ourselves worthy of the great gift of one of our graduates. In September, 1920, our editorial, news, business and mechanical departments

came under the same roof and we were better able to make forward strides.

"The move into our new home brought a permanent manager, a representative of the Missourian Publishing Association, paid by that association to keep the machinery running smoothly, ward off financial aches and make of us all that a daily newspaper of Columbia and county should be.

"In the last year we have built up a carrier system in five Boone County towns and outside Columbia, thus giving six towns an evening paper. There has also been remarkable growth on rural routes; this is the first year that a serious effort has been made to serve readers outside of Columbia."

The Missourian Publishing Association employed a business manager, paid by the stockholders. A board of directors of nine members was maintained, the personnel changing from year to year.

The University Missourian Association succeeded the Missourian Publishing Association in May, 1926. The older association was dissolved and all its resources and liabilities transferred to the University Missourian Association. The University Missourian Association is organized under the provisions of Article II of Chapter 90, Revised Statutes of Missouri, 1919, relating to corporations. The objects and purposes of the association, according to its constitution, are "the furthering and promotion of the causes of education and science through the publication of newspapers, periodicals, and books written and edited by the students of the School of Journalism of the University of Missouri in the preparation of such students for the profession of journalism and for the training of young men and young women as journalists and writers on scientific, educational, literary, and general current topics and to promote the education of students for journalism in connection with the School of Journalism of the University of Missouri by publishing newspaper or newspapers, magazines, books, and other publications in connection with said School of Journalism and

thus providing means whereby students in journalism may obtain practical experience in journalistic work and may have the benefit of a laboratory in connection with scholastic work." The association is not formed for pecuniary profit, and no member is entitled to any dividend or income from the association on account of his membership. All the profits, if any, of the publications issued by the association are to be devoted to the use of the School of Journalism. Membership in the association —there are no stockholders—is composed of alumni and former students of the School of Journalism. At the organization on May 13, 1926, John C. Stapel of Rockport, Missouri, was elected president, Rosalie Tumalty Dent of Louisville, Kentucky, vice-president, and E. A. Soderstrom, of Columbia, secretary-treasurer. As directors of the association were named: for three years, Frank W. Rucker, Vina Lindsay, Harry E. Taylor; for two years, John C. Stapel, H. E. Rasmussen, Ruth Sanders; for one year, Ward A. Neff, Rex B. Magee, J. Harrison Brown. As an executive committee, Frank W. Rucker, Vina Lindsay and Harry E. Taylor were chosen.

At the annual meeting May 12, 1927, Ward A. Neff, James G. May, and Howard J. Lamade were elected directors to succeed Ward A. Neff, Rex B. Magee, and J. Harrison Brown, terms expired. As an executive committee Frank W. Rucker, James G. May, and Harry E. Taylor were chosen. Frank W. Rucker was elected president of the associaton, James G. May vice-president, and E. A. Soderstrom secretary-treasurer.

At the meeting of the association on May 11, 1928, Ruth Sanders, J. Harrison Brown, John C. Stapel, and Cowgill Blair were chosen as directors to succeed John C. Stapel, H. E. Rasmussen, Ruth Sanders, and Howard J. Lamade, terms expired. As an executive committee, Frank W. Rucker, Cowgill Blair, and Harry E. Taylor were chosen and as officers of the association: Frank W. Rucker, president, James G. May, vice-president, and E. A. Soderstrom, secretary-treasurer. E. A. Soderstrom

was elected as manager of the Missourian at the first meeting of the association and has served since that time.

Histories of the different laboratory publications of the School are given in this chapter.

The Columbia Missourian

The first edition of the newspaper known in 1928 as the Columbia Missourian was issued the evening of September 14, 1908, under the name of the University Missourian. The business office of the paper was in Room D, Academic Hall, and the printing was done by the E. W. Stephens Publishing Co. The paper was published on extra good quality of print paper and contained four pages of six columns each. The flag did not bear the names of the men responsible for its publication but it is known that Warren H. Orr was circulation manager and E. R. Evans advertising manager. The subscription price was two dollars for the school year or one dollar and twenty-five cents a semester. It was published five days a week, every school day.

The purpose of the paper was stated in the leading editorial in this first issue:

"The University Missourian is for the training of students in journalism. It is the laboratory, the clinic, the practice school of the department of journalism of the University of Missouri. The work upon this newspaper —other than mechanical—is to be done by the students, under the direction of the faculty, experienced newspapermen, as part of the regular course in this department. In the pursuance of this purpose it will be necessary for the University Missourian to cover the entire news field, not limiting itself to University news, in order that the training the students receive will be sufficiently broad to be valuable. It will give, of course, all the University news, but in due relation to the general news of the day. With this news there will be editorial interpretation and comment upon public questions.

"The University Missourian is not established to conflict with or supplant any publication. Its own purpose is well-defined—that of affording, on advanced educational lines, training for journalism. The laboratory is a necessity for this training. How to do must be taught by doing. Student publications and the local press will not have their fields invaded by intention or design, as such journals serve purposes and occupy fields with which this newspaper is not directly concerned.

"The University Missourian will accomplish its purpose well if the men and women trained by work upon its staff are, by such training, better furnished for public service; if they shall go forth into the vocation of journalism better equipped to know and print the news of the day, the unbiased news, attractively, accurately, helpfully; if they shall be better enabled to make comment upon this news fairly, intelligently and with high ideals; if they shall learn that American journalism is, in its highest realization, schoolhouse and forum, teacher and tribune, a foe to wrong doing, an aid to education, a force for moral progress, an exponent to true Americanism."

Two newsboys were brought from St. Louis to sell the University Missourian during its first week and to let the town know of the new paper. They created a great sensation with their street cries.

The first extra of the new paper was issued November 4, 1908, after the Presidential election. A football extra was issued November 14 reporting a Missouri-Washington game on Rollins Field. These extras sold on the street for five cents each and were not delivered to regular subscribers. A note in the paper explained that these extras helped to train students to work under pressure. As a special service the University Missourian received telephone reports of the Missouri-Kansas football game and announced them from time to time in the University auditorium. No papers were issued during Thanksgiving or Christmas holidays.

The Missourian carried United Press service but it devoted most of its columns to local news. The editorial page advocated improvements for Columbia. A brief society column related daily social events of the city, and at least once a week there were book reviews or literary news. Frequently during this first year there appeared a column "About Schools of Journalism" carrying comments from other newspapers and from noted journalists concerning this new venture in journalistic instruction. Many praised the work at Missouri University, some severely criticized the idea.

The first "Yellow Extra" was published as a student stunt February 11, 1909, the anniversary of the day Benjamin Franklin entered journalism. The date was designated as "Yellow Day" and the Department of Journalism gave a play during the assembly hour in the University auditorium. The stage represented a newspaper office with the city editor (J. B. Powell) giving out impossible assignments that were "covered" for the Yellow Extra and sold by newsboys immediately following the play. Written and edited by students in journalism, the "wuxtry" displayed in yellow and red what "the School does not teach its students." H. E. Ridings was managing editor and Leo R. Sack business manager. The paper sold for five cents and thirteen hundred copies were sold in the two hours following assembly. Those taking part in the play were: J. B. Powell as city editor; reporters, E. B. Trullinger, Leo Sack, Mary Paxton, Hin Wong, C. A. Harvey, Francis Stewart, C. L. Salmon, J. C. Dahl, D. M. Nee, Robin Gould and Vaughn Bryant; copy readers, Frank C. Wilkinson and Gordon Fisher; dramatic editor, Raymond Leggett; editorial writer, Oscar E. Riley; telegraph editor, S. P. Walker; office poet, David Graham; actress, Hazel Kirk; Y. W. C. A. secretary, Florence LaTurno; a sorrowing wife, Leona Timmons; reformer, Walter Clemmons; aggressive woman, J. F. Williams; managing editor, Walter Stemmons; society editor, Bertha Ernest; foreman, Royal Fillmore; printers' devil, Lyndon Phifer.

Three editions of the Missourian were published on High School Day, May 1, 1909; one at mid-day, the regular edition at three-thirty P. M. and a later extra.

The last issue of the first year appeared on Commencement Day, June 2, 1909.

The first issue of the second year, September 18, 1909, announced that the University Missourian would be owned and edited by students in the School of Journalism organized into the University Missourian Association. The paper was to be published in its own printing plant—the entire lower floor of the University Missourian Building, 1105 Broadway. The plant was equipped with a Mergenthaler linotype machine and a complete assortment of type, the property of the University Missourian Association, an organization to which each student in the School of Journalism was eligible. The paper was to be managed by the Missourian board of nine members, elected each year by students in the department. The size was to range from four to eight pages, of six columns each. It was the intention of the students to publish an evening paper to be maintained entirely by receipts from advertising and subscriptions, with no aid from appropriations to the University of Missouri.

An editorial explained: "The School of Journalism has passed the experimental stage and the University Missourian will give this year practical demonstration of the School's success. As a newspaper it will give the news truthfully, graphically, and fearlessly. It will seek to aid the entire University by adequate, helpful exploitation. It will welcome co-operation with student journals, student organizations and every agency that seeks the best interests of the University of Missouri. It will hold up the hands of those in authority who plan for a greater University Missourian to bring their plans to realization. In a word the University Missourian will serve the University of Missouri as the University of Missouri serves the State."

J. B. Powell was managing editor of the paper and Joseph E. Chasnoff advertising manager. Association

members were: President, Harry E. Ridings; secretary, Gordon Fisher, treasurer, Herman M. Hoelke; F. W. Cooke, R. F. Leggett, J. B. Powell, E. R. Childers, J. F. Williams and C. A. Harvey. On October 14, 1909, E. R. Childers became business manager and January 18, 1910, J. F. Williams was made circulation manager.

Early in the fall of 1909 the paper was issued six days a week with no Sunday edition. On October 10 however the first Sunday edition came out as a football extra carrying United Press service covering football on other gridirons as well as the Missouri-K. S. A. C. game at Manhattan, Kan. Throughout the football season the paper came out seven days a week. There were no issues during Thanksgiving or Christmas holidays and between semesters. Only intermittently during the second semester did Sunday editions appear.

In May 1910 Gordon Fisher was selected managing editor and H. E. Ridings news editor. Earle Pearson was named president of the board with Vaughn Bryant, secretary, and Francis Stewart, treasurer. C. A. Harvey, Harry D. Guy, J. F. Williams, J. G. May, and J. E. Chasnoff were the other members of the board. The office was moved from 1105 Broadway to 18 North Eighth Street.

The Missourian was published six days a week throughout the summer of 1910. An edition was published on Sunday but there was no paper on Saturday. During the early part of the summer Gordon Fisher was drowned in the White River near Hollister, Mo. The staff of the paper did not change after his death. Each edition contained from four to eight pages and sold for four dollars a year by carrier and for three dollars by mail.

In the third year the first issue came out September 18, 1910, with Joseph E. Chasnoff as managing editor. The board consisted of: President, Earle Pearson; secretary, Vaughn Bryant; treasurer, Francis Stewart; C. A. Harvey, Harry D. Guy, David E. Dexter, J. F. Williams, James G. May, and Truman Talley. The office was continued at 18 North Eighth Street and the paper

remained the same price as in the previous summer. It was published six days a week with no Saturday issue and from eight to twelve pages on Sunday. In the flag was carried the slogan "Largest circulation in Boone County" and the policy was to carry news of the colleges, the town, the State, and nation. There was United Press service but local news predominated. Football featured the fall issues with extras when the games were playing in Columbia. There was no issue on Thanksgiving Day but telephoned reports were received on the game and announced by the Missourian in the University auditorium, the Missouri Store and reports were posted in the office window. A big feature edition was published December 18. The outside sheets were pink, the first page bearing Christmas editorials printed in green ink. The paper was published on Christmas Day (Sunday) and New Year's Day. On January 10, 1911, a four-page pink school supplement appeared including news and advertising of the various colleges in Columbia.

Earle Pearson left school the second semester and on March 5, 1911, James G. May was elected president of the board. Henry H. Kinyon was elected a member of the board. The Yellow Extra appeared on February 21, following the annual Journalism stunt and play at University assembly. The stunt program was in charge of Francis Stewart, Truman Talley, E. B. Trullinger, C. A. Brown, C. A. Harvey, and Florance LaTurno.

The Missourian again carried an extra on High School Day, May 6. 1911. The paper was not published through the summer of 1911, the last issue of the school year appearing on Commencement Day, June 8.

"'The University Missourian is for the training of students in journalism,'" stated the lead editorial September 11, 1911. "Such was the purpose of this newspaper as stated in an editorial of its first issue September 14, 1908, and such in general terms continues its purpose. The editorial and news policy is determined by the student board of directors elected by students whose names appear at the head of this column. All the work except mechan-

ical is done by students of the School. The University Missourian is entirely self-supporting. It is maintained by receipts from advertising and subscriptions. It seeks to punish the whole news truthfully and without fear. It will strive always to promote the welfare of the University and Columbia and will welcome co-operation with every agency that seeks to do likewise."

Truman Talley was managing editor in this fourth year. He was assisted by the board: President, James G. May; secretary, Amy V. Armstrong; treasurer, Russell Monroe; H. H. Kinyon, S. A. Howard, Ralph Pruyn and Rex B. Magee. The paper was printed by the Columbia Herald newspaper and the business office was at 14 North Tenth Street. The paper was issued six days a week but not on Sunday. By carrier or mail the price was three dollars a year. Football extras were frequent during the fall. There were no issues on Thanksgiving, Christmas and other holidays. This year no telegraphic news was published. Book reviews were used and several news departments added.

Late in the first semester, Ward A. Neff, J. Harrison Brown and O. D. Wetherell were added to the board. Ralph Pruyn was elected treasurer and Russell Monroe was no longer on the board. Early in the second semester (January 1912) B. O. Brown and Paul Thompson were elected to take the places of Amy Armstrong and Ralph Pruyn, H. H. Kinyon was elected secretary and O. D. Wetherell treasurer. Later B. O. Brown was elected managing editor to take the place of Talley who resigned. Harry D. Guy became advertising manager.

The Yellow Extra, annual what-not-to-do, what-not-to-write student stunt, was published April 11, 1912, following the journalism play in the University auditorium. Taking part in this stunt were: Montgomery Wright, C. A. Harvey, C. W. Hollebaugh, R. E. Fulton, W. E. Hall, H. L. Fry, R. S. Mann, Vina Lindsay, Sigel Mayer, Paul Thompson, L. E. Howe, H. J. MacKay, Rex Magee, Walter Stemmons, C. A. Lewis, Victor Talley, Jack Snider,

Maxwell Beeler, J. E. Hansell, Griffith Carpenter, Bertha Reid, Sara Lockwood, and Mabel Couch.

No summer issues appeared, the last edition of the school year coming on June 13, 1912.

The fifth year of publication of the University Missourian started September 16, 1912, with the office downstairs in the Virginia Building and the printing being done under contract by the Herald-Statesman Co. Harry D. Guy was editor and the board included: President, J. Harrison Brown; secretary, Robert S. Mann; James G. May, Ward Neff, Rex Magee, Paul Thompson, H. J. MacKay, and W. E. Hall. Later Magee and Hall dropped out and T. S. Hudson and I. S. Epperson were added.

This year the paper was two dollars a year by carrier or mail. The pyramid style of advertising make-up was adopted this fall. A literary supplement was added, consisting of one or two pages of the regular-size newspaper sheets, and composed of stories and poems by the Writers' Club of the University. More United Press news was used this semester than ever before. Extras appeared after the Presidential election November 6, and after several football games. Again the paper appeared six days a week, this time with no Saturday issue and a regular Sunday morning edition.

For the first time there was a "stunt week" as part of the Commencement program and the journalism play and Yellow Extra were on June 3, 1913.

During the 1913 summer the University Missourian was published as a weekly with a charge of fifty cents for the summer. R. S. Mann was managing editor and J. Harrison Brown business manager. The board included: T. E. Parker, Griffith Carpenter, T. S. Hudson, Ivan Epperson, C. M. Elliott and Dan McGuire. The final summer issue was August 8, 1923.

With J. Harrison Brown as managing editor the paper started its sixth year September 15, 1913. T. E. Parker was president of the board and Griffith Carpenter secretary. Other members were: Guy T. Trail, Paul Thompson, T. S. Hudson, Ivan Epperson, C. M. Elliot, John A.

Murray, John C. Stapel and John W. Jewell. The paper was published every day except Saturdays and holidays. Its editorial office was in Switzler Hall and the business office downstairs in the Virginia Building. It was two dollars a year by carrier or mail and ran from four to six pages daily. The University Missourian became a member of the Missouri Association of Daily Newspapers which was formed October 24, 1913, in St. Louis. Prof. Frank L. Martin represented the paper at the formation of the association.

The paper was also admitted to membership in the American Association of Gilt Edge newspapers, a national association formed to promote honest circulation statements.

During December 1913 and January 1914 the Missourian carried a two-column feature "Making Tomorrow's World" by Walter Williams, dean of the School of Journalism, who was on a trip around the world. Another feature was a series of vocational talks or interviews with deans and faculty members of the different University divisions telling qualifications required for success in various professions.

The Yellow Extra was replaced this year by an illustrated souvenir Missourian Magazine commemorating the seventy-fifth anniversary of the University of Missouri which was celebrated Commencement Week. The magazine was issued June 2, 1914, and distributed following the journalism play. T. E. Parker was editor of the magazine and John Jewell business manager. Guy Trail was chairman of the journalism play committee.

The last issue of the daily for the school year appeared June 5, 1914, but the Missourian ran through the summer as a weekly. Little change was made in the board. John W. Jewell was made business manager and later in the summer he was known as manager. T. S. Hudson was president and other members of the board were: Griffith Carpenter, John A. Murray, Glenn Babb, John C. Stapel, J. D. Ferguson, Ivan Epperson, D. D. Rosenfelder and F. W. Shoop. The last weekly issue was August 6, 1914.

September 11, 1914, began the seventh year of the publication. The paper remained under the same management as the preceding year until February when Russell M. Bandy, Jr., Ralph H. Turner, A. C. Bayless, and H. W. Hailey were added to take the places of Babb, Stapel, Ferguson and Shoop on the board. The paper continued to appear six days a week with no Saturday issue, and carried from four to eight pages. No football extras appeared this fall, and the paper was not printed during the school holidays. United Press service was continued. The paper added several new features to its editorial page. "One Good Story" under a box head appeared from time to time. Under the head "Columbia Sketches" feature stories about local persons and happenings were used. "The Literary Trawler" contained verse quotations of prose selected from the best literature of the day. The week-end society column was very brief, while society news and pictures were played up better in the Sunday paper. Much war and suffrage news was carried.

The last week in April a high school edition of eight pages was put out, containing Columbia and University news and advertising. This paper was sent to high school seniors throughout the State.

The Yellow Extra appeared June 1, 1915, during the annual University stunt week, with the following editorial:

"The Yellow Extra is issued by students in the School of Journalism as an annual department stunt. Nothing printed in the paper is of serious nature, in fact nothing is true except the advertisements and this editorial. Muck rakers over the country who take this seriously are entirely too far behind the times of real fun to be given consideration. We have purposely tried to write stories about persons and things that would not offend or belittle. In other words we believe the persons mentioned in this paper are good sports and will appreciate a bit of lightness about themselves as well as others. The real object of the Yellow Extra is to print a newspaper exactly as it should not be. We model after no paper. We try

to reform no publication. On this day our conservativeness is thrown to the winds. We students of the School of Journalism work off that stored up surplus energy for our own benefit and for the amusement of others who are so unfortunate as to buy a copy of the Yellow Extra."

This defensive editorial showed the trend of public opinion. The Missourian itself had become so much a part of the community and had assumed so important a position as a competent, reliable daily paper that the printing of a Yellow Extra, even as a student stunt, seemed undignified and too schoolboyish to be justified. The practice of issuing the Yellow Extra was abolished after 1916.

The Missourian was published as a daily newspaper throughout the summer of 1915 with John W. Jewell as manager and a board composed of: Ralph Turner, Ivan Epperson, D. W. Davis, Frank H. King, C. G. Wynne L. G. Hood, H. E. Taylor, R. M. Bandy, Jr., and Don D. Patterson. Two serials, "Love Insurance" by Carl D. Biggers, and "Kazan" by James Oliver Curwood, were published on the editorial page.

On September 14, 1915, the Missourian began its eighth year of publication with a staff composed of Ralph H. Turner as editor, A. C. Bayless, business manager, Frank King, secretary, Ivan Epperson, D. W. Davis, C. G. Wynne, L. G. Hood, A. G. Hinman, and Dale Wilson. The paper was published downstairs in the Virginia Building and sold for two dollars and fifty cents a year.

"At Other Colleges" was a new feature on the editorial page along with "Looking Backward," a brief resume of past events. "Today's Literature" included book reviews.

On November 11, 1915, a noon edition was published preceding a football game, and an extra appeared just after the game on the same day. The regular edition came out at the usual time. The last Yellow Extra appeared May 30, 1916, following the journalism play and sold for ten cents a copy.

The March 2, 1916, issue explained difficulties arising among printers in connection with the Missourian. An editorial stated that the Missourian was not an employer of printers, that the paper was published by the University Missourian Association, made up of a body of students in journalism, the names of whose directors were given in the newspaper flag. The paper, so this editorial pointed out, was printed by the Herald-Statesman Publishing Co. as a job of printing. Thus the University, the School of Journalism and the Missourian had nothing to do with the employing of printers.

Again the paper continued as a daily throughout the summer (1916) with Frank H. King as editor, A. G. Hinman as business manager, and the board including: King as president, Gladys Baker, secretary, Ira B. Hyde, Duke N. Parry, H. E. Taylor, Charles Roster, Don Patterson, J. L. Groves, A. G. Hinman and George R. Lamade.

On August 3, 1916, the paper changed its name to The Daily Missourian, substituting "Daily" for "University" to show that it was not controlled by the University. No change in policy was adopted with the change in name.

The ninth year began with the paper under the same directors as the previous summer. It was again printed in the Virginia Building. In the fall it sold for two dollars and fifty cents in Columbia and for three dollars a year outside Boone County. Later the price was changed to three dollars and fifty cents in Columbia, three dollars in Boone County and four dollars outside Boone County. The paper became a member of the Audit Bureau of Circulation, and continued United Press service. This was the year (1916-17) of the big Sunday editions, some of them reaching fourteen pages. These Sunday editions carried much news, with added features advertising and illustration. Local news still predominated but much war and foreign news was carried. On October 6, 1916, appeared an eight-page supplement called the "Special Fare-Refund Section" carrying much advertising from local merchants intended especially to reach rural and

small-town population of the county. No extras were published for football games but news of the Thanksgiving game was reported play by play to the Missourian and announced in the University auditorium. Although the issue of April 3, 1917, was no larger than usual much of the news space was given to war news and the complete text of President Wilson's address before Congress on April 2 was given. The six-column streamer head announced:

MAY DECLARE WAR TOMORROW

LaFollette Stops Vote
On Declaration of War

When Resolution Came Up in Senate This Afternoon He Forced Postponement of Action Until 10 O'Clock Tomorrow Morning—Session Will Be Continued Until Declaration Is Made.

CONGRESS IS BEHIND WILSON

Bill Authorizes Use of All the Naval and Military Power of the United States and Calls for Declaration of Hostilities—No Doubt That Measure Will Be Passed by Both Houses

On April 6, 1917, probably the biggest streamer head that had ever been used in the Missourian appeared announcing:

U. S. OFFICIALLY AT WAR

Wilson Signs Resolution
At 1:13 O'Clock Today

Missouri Representatives Vote
"No" When House Passes Act
373 to 50—First War Measures

Total $164,000,000—Conscription
Plans Call For 2,000,000 Men

Much war and draft news were carried thereafter.

On May 18, 1917, the Missourian published an eight-page banquet edition in honor of the Made-In-Japan Banquet which closed the annual Journalism Week program at the University. Part of the issue was printed in Japanese, part in English. The paper continued daily publication through the summer.

A twelve-page special supplement appeared August 31, 1917, announcing the opening of the new Boone County National Bank building and including features about the bank and its personnel. A similar special supplement appeared September 7, 1917, concerning the new Daniel Boone Tavern just completed and opened for business.

The Missourian was admitted to membership in Associated Press September 2, 1917, and discontinued United Press service.

In its tenth year (1917-18) the Missourian had as its managing editor Harry E. Rasmussen and J. L. Groves as business manager. The board included Miss Elcy Armil, R. P. Brandt, Reinhardt Egger, Wheeler Godfrey, H. L. Hancock, D. N. Parry, A. F. Ridgeway, L. E. Whitehead.

Due to increased cost of print paper the price of the Missourian was raised to three dollars and seventy-five cents a year in Columbia and Boone County and to four dollars and fifty cents outside of the county. An editorial in the September 16, 1917, issue read: "The Missourian begins its tenth year today. It is the second oldest newspaper in Columbia. Its growth has been gratifying to those who have been associated with it. In number

of readers in Columbia, in cleanliness and effectiveness of advertisements, in quality and guantity of worthwhile local and general news, in independence and fairness of its editorial policy, the Missourian leads. It has become an institution which, while serving the best interests of all Columbia, advertises widely the town, the county and the State. The Missourian's tenth year promises continued growth and increasing public service. The changed type employed beginning today, in the Missourian, while not diminishing the legibility increases the amount of matter to the column. The readers will have more matter in the twenty-four columns of regular Missourian issue than would ordinarily be found in columns of a newspaper fifty per cent larger with average type."

The name of the paper was again changed, this time to The Evening Missourian. The word "evening" substituted for "daily" was to denote the time of issuance. Five days a week the Evening Missourian appeared and on Sunday the name read "Sunday Morning Missourian."

Another important change was the discontinuance on February 2, 1918, of the Sunday paper and the publication of a Saturday paper instead. The announcement of the change read: "The Evening Missourian will from this date be issued every week-day evening instead of Sunday morning. The change while not affecting the service of the newspaper to its readers and advertisers, will conserve fuel, gas, and electricity in the interest of patriotic national service."

Conservation due to the World War also kept the paper small, its issues running from four to six pages, and there were few extras. On May 6, 1918, however, a special eight-page supplement was published to celebrate the tenth anniversary of the School of Journalism and the Missourian. "Ten Years of Progress" read the banner line and the pages of the supplement told of the development in Columbia during the decade of 1908-18. A new high school on North Eighth Street, a new courthouse, a city water and light plant, the Hall Theater, a new Boone

County National Bank Building, the Dumas apartments, and the Daniel Boone Tavern had been built.

In the University since A. Ross Hill was made president in 1908, the School of Journalism and the School of Business and Public Administration and the Extension Division had been established. In addition many new departments had been added, including advertising, agricultural economics, agricultural engineering, ancient history, architectural drawing, economic geology, farm crops, farm management, forestry, hydraulic engineering, illustrative art, landscape architecture, manual arts of women, mediaeval history, modern European history, poultry, husbandry, sanitary engineering, soils, and student health service.

More money had been invested in buildings at the University of Missouri during 1908-18 than in the entire preceding history of the University and the new buildings were virtually all fire-proof and beautiful architectually. A new campus had been started and on it were erected the Agricultural Building, Physics Building, Schweitzer Hall, Biology building. The new University Library on Lowry Street had been built; a veterinary building, live stock judging pavilion, dairy, sheep and horse barns, sheds and outbuildings on the University farm, and also the residence of the dean of the College of Agriculture. The Manual Arts building, Elementary School and the animal house for the Medical building were additions. The engineering laboratories had been extended, new machinery installed in the University light and heat plant and a heating pipe built from the power plant to the East campus. The old Gordon hotel had been leased by the University.

Besides the library site the University had bought a fruit farm of eighty-five acres and a ninety-acre farm north of Columbia for the veterinary department where hog cholera serum was made. Three buildings had been erected on the latter farm.

Practically all the improvements on Rollins Field including bleachers and drainage had been made in these

ten years. The Parker library and the Assembly Hall and a gymnasium had been added at the School of Mines in Rolla. The University faculty had been increased by seventy-six members since 1908. There had been internal changes in business management of the University and in faculty organization. No longer were there permanent heads of departments; instead a chairman was named each year to preside over the special departments. The University as a whole had higher standards, according to Dr. Hill, pointing out the higher entrance requirements and the recognition given Missouri University by educational associations. An increased number of scholarships and awards were available for students.

Columbia and the University had made wonderful progress since Volume 1, Number I of the Missourian was published. Where in 1908 the city had a population of five thousand and four miles of paved streets and four automobiles, in 1918 there were twelve thousand inhabitants and twenty-five miles of paving and one thousand automobiles. The progress of the city and the University generally played an important part in the progress of the School of Journalism and the Missourian.

In this same issue of the Evening Missourian (May 6, 1918), was an eight-page section telling of Columbians in World War service. The war was coloring and influencing every department of the paper, as it was all journalism. The paper continued as a daily throughout the summer of 1918. War news, much of it played up with two and three-column heads, was predominate.

Beginning the eleventh year of publication in September 1918 the Missourian discontinued Associated Press and again took United Press service, which has been used continuously since that time. The paper was still published downstairs in the Virginia Building. An editorial announced: "The Missourian's past is a guarantee and promise for the future. It will continue to serve the community as best it may, publishing the worth-while news and giving helpful comment and interpretation. Never

did newspapers have graver task or responsibility than today and the Missourian recognizes its responsibility and intent upon its task, enters hopefully upon another year of public service."

The paper did assume its responsibility in the community and nation, urging food conservation, conspicuously printing information of draft boards, fostering Red Cross, Liberty Loan drives and all phases of war work. There was little society news through this year. The special departments pertained mostly to war, such as "Food Hint for Today," "Casualty List," and letters from Missouri men in camp. The sport department was largely made up of letters from former athletes now in army or navy. The University had become a military camp (Student Army Training Camp) and the only athletics were military drill and tactics, with now and then track or football competitions between companies. No out-of-town games were played. This was partly due to the war and partly to the influenza epidemic which raged violently through the fall and winter in Columbia.

On Thursday evening, November 7, 1918, the extra was issued with the six-column streamer heralding:

WAR ENDED AT 2 P. M. TODAY

Germany Signs Armistice
With the Allies; Hostilities
Ceased Three Hours Later

The regular edition of the paper that evening also carried big headlines and additional United Press news from the war zone, as well as a story of the beginning of Columbia's celebration. On November 8 the Missourian carried a two-column box headed "No Armistice Has Been Signed" and giving details of how such a dispatch was sent out. In the November 11 extra and also the regular edition great headlines again announced the armistice:

COMPLETE GERMAN SURRENDER

Germany Gave in to the
Allies' Terms at 5 P. M.

Alsace-Lorraine and
Land West of Rhine
To Be Evacuated

Following soon after the excitement of the armistice and through the winter influenza furnished much newspaper material. Missouri University was closed from December 6, 1918, until December 30 because of the epidemic and even after reopening faculty and students were ordered to wear masks and prohibited from holding public gatherings large or small. Students were required to be vaccinated and all precautions were taken to prevent the spread of the disease. By the last of January, however, it was sufficiently checked that the annual Farmers' Week of the College of Agriculture was held and thereafter other public meetings were again permitted.

National prohibition was announced in a two-column head and lead story in January 16, 1919, edition. Several new departments were added to the paper and news generally was brighter and more general. All fall four-page issues had predominated. Now there were frequently six pages. On May 9, 1919, a great "Welcome Home Company F" was given on page one of the paper, with pictures and stories of the local boys returning from service. This issue also played up the trip of the Missouri Press Association to Old and New Franklin to commemorate the centennial of the first newspaper west of St. Louis, the Missouri Intelligencer and Boon's Lick Advertiser founded in 1819. A special Howard County edition of the Missourian was distributed at the Journalism Week banquet that evening, the four-page supplement to the

regular edition giving the history of the old newspaper and historical events of early days in the State.

The Missourian ran regularly, through the summer of 1919.

In the twelfth year, 1919-20, the paper ran from six to eight pages daily. No Thanksgiving, or other holiday issues were published.

A sixteen-page tabloid-size supplement was published May 7, 1920, to celebrate the Made-in-the-Philippines banquet during Journalism Week. The magazine included much art work and articles by prominent Filipino journalists telling about history, products, resources and the people of the Philippines.

During the summer of 1920 the School of Journalism was busy preparing to move into its new home, Jay H. Neff Hall. The Missourian Publishing Association was incorporated under the laws of Missouri (the stockholders confined to graduates and former students of the School of Journalism), to assume ownership of the Missourian and to conduct it without expense to the State and without profit to the stockholders. All the earnings were to be turned over to the newspaper and the School of Journalism.

On September 2, 1920, the first edition of the Columbia Evening Missourian to be printed in Jay H. Neff Hall appeared. The name thus was changed again, this time the word "Columbia" added to the title. There were other more significant changes at this time. The type body was changed to Bodoni. The new printing press permitted the change from a six to an eight-column page and the printing of eight pages daily. While supplying a laboratory output for a larger number of students the increased size also gave readers the largest daily newspaper ever regularly published in Columbia. The subscription price was three dollars and seventy-five cents a year in Columbia; three dollars and twenty-five cents by mail in Boone County and four dollars and fifty cents by mail outside the county. There was no change in policy with the other changes at this time. An editorial

read: "The Missourian will continue constructive, independent, progressive, seeking to be an example of good journalism, wholly devoted to public service. The enlarged size will enable it to do more efficiently and completely this public service."

Heretofore none of the small towns near Columbia had received a paper the same day it was published. When the Missourian moved into Jay H. Neff Hall it became more of a Columbia town and Boone County paper. At this time it obtained what is known as outside privileges from the railroad, which allowed the papers to be thrown off the train at five Boone County towns. The press time was fixed early enough so the people on the Wabash railroad at Hallsville and Centralia, and on the Missouri, Kansas and Texas at McBaine, Rocheport, and Huntsdale were able to get the paper as soon as Columbia subscribers, for whom a later edition was printed.

As all of the offices in Jay H. Neff Hall were not completed until in October, the business office of the Missourian remained in the Virginia Building until October 4, 1920, when it was moved into new quarters, including two rooms on the main floor of the new journalism home.

Congratulations on the dedication of Jay H. Neff Hall and the new plant for the Missourian poured in from all over the country and from several foreign lands. The Kansas City Times (September, 1920) printed this editorial: "Thirteen is a lucky number for the Columbia Evening Missourian. This paper, a laboratory product of the Missouri School of Journalism was born September 14, 1908, as a six-column, four-page daily printed by a Columbia publishing house and with its offices in a single room. Last Thursday, the beginning of its thirteenth year, it had its first printing on its new Duplex press in its own modern newspaper plant in Jay H. Neff Hall, and came out in eight pages of eight columns each. By October first the offices and class rooms will be finished in the new building and the paper will be produced entirely on the University campus. The addition of the word 'Columbia' to the name of the paper serves to

distinguish it from other Missourians in the State and adoption of Bodoni face of body type makes for clearness and beauty. Here's to the new Missourian, which has found luck in the sinister thirteen."

The first advance in advertising rates in four years, made necessary by the increased cost of labor and production, went into effect October 1, 1920. A flat rate of twenty-five cents a column inch was made for display advertising. A receiving station was established at the Drug Shop where want ads, copy for display advertising and subscriptions could be left.

The School of Journalism gave a housewarming party on October 28 so all those who cared to might inspect the new building and printing plant. A Housewarming Extra of six pages was issued at eight o'clock that evening, giving early visitors opportunity to see the presses running. All guests were given copies of the extra which told the story of Neff Hall and its donor as well as something of the work of the School of Journalism.

On November 2 election returns from the city, county, state and nation were received by special telegraph wire in Neff Hall. The Missourian gave out these returns in the University auditorium during the evening and published an extra the following morning announcing that Harding and Coolidge were running ahead in the race for President and vice-president.

On November 23 a twenty-page Homecoming edition was published in three sections. The paper contained an unusual amount of local and telegraph news, special football pictures and features and much sport news, and two thousand and fifty-three inches of display advertising. Five hundred extra copies were printed and distributed at hotels, fraternity and sorority houses.

During this winter J. H. Donahey's syndicated cartoons were used daily on page one. There was considerably more room in the paper for feature material, society news and special departments and more attention was given to these types of writing. The editorial page worked for the adoption of the Peace Treaty with

reservations and opposed universal military service, stimulated interest for a municipal convention hall, fostered the revision of the Missouri State Constitution, and the building of a new Columbia post office. "The Inquiring Reporter" was introduced as a page one local feature.

An extra was published at seven A. M. March 29, 1921, giving the amount of money subscribed for the University Memorial Building.

During the summer of 1921 syndicated news pictures and comic strips were used.

In the fall of 1921 (the paper's fourteenth year) the subscription price was changed to four dollars a year by carrier in Columbia; three dollars by mail in Boone County; and four dollars and fifty cents by mail outside of the county.

Much sports news was carried this fall. The Thanksgiving issue on November 19 (Saturday) contained twelve pages in two sections. Details, play by play, of the K. U.-M. U. football game at Lawrence, Kan., were received by direct wire and announced by the Missourian by megaphone and bulletin on the Ninth Street side of Neff Hall. Most of page one of the Missourian was devoted to news of this game.

On December 2, 1921, the Scoop extra was published as a part of the third annual stunt of students in journalism. The Scoop dance was held at Daniel Boone Tavern. The extra proved to be the regular edition of the Missourian of that day with a new first page, which told of the crowning of Miss Katherine Burch as Scoop queen by Prof. Robert S. Mann. The queen was escorted to her throne by Irl Brown, all-department president. On January 6, 1922, a "Ninth Deacon" supplement to the Missourian was published advertising the annual journalism student play of that name which was presented February 1 and 2, 1922. Frank Houston and Edward Freivogel composed the music and Lyle Wilson and Arch Rodgers wrote the lines for the play. Special stories told of the development of amateur dramatics at the University of Missouri and of the journalism student plays. A previous play

written and sponsored by students in journalism was the "Green Jug" produced in 1921 with such success, both in Columbia and later when produced by professionals on the road, that it laid the foundation for annual productions of this sort.

In this year short features became popular and the Missourian frequently boxed one or two of these on page one. "Today's Ball Games" gave baseball scores in the last edition on page one in the spring of 1922. A ten-page supplement was issued May 20 especially to interest high school seniors in the University in Missouri. It was sent to high schools all over Missouri.

Through Journalism Week, May 22-26, 1922, the Missourian issued three editions a day: a noon extra at eleven-thirty A. M., the mail edition at four P. M. and the final at four-thirty o'clock. Through the courtesy of International News Service the paper was able to give its readers full leased wire service for this week, providing news by telegraph from every part of the world. Each edition used much news from this service carried on special wire to Neff Hall.

During the summer a new feature series on local business men was used—a picture of the man and his biography written in feature style.

In the June 26, 1922, issue it was announced that Jason Rogers, publisher of the New York Globe, who had made a survey of thirty leading college dailies in the United States, ranked the Missourian first. "Its full 8-column form," wrote Mr. Rogers, "unusual freedom from amateurish ear marks and general typographical make up put it in a class far and away above the average small town daily paper."

August 1, 1922, the Missourian received primary election returns from county and state and showed these on a screen in front of Jesse Hall.

In the fall of 1922 (its fifteenth year) the Missourian started running regularly several special pages each week. One page devoted to women's special interests first appeared regularly on Saturday while the book or literary

page came on Wednesday. Later they were shifted to other days but continued to appear each week for two years, until the Missourian Magazine was started. Occasionally other special pages appeared such as "About Farms and Farmers," "Home and Garden," "Motorists and Motoring," and real estate features and news.

An election extra was issued at five A. M. November 8, 1922. On November 29 (Wednesday) sixteen pages were printed in two sections as a Homecoming special. The Kansas-Missouri game was played in Columbia and the journalism students as a part of their homecoming parade stunt issued a "peerade extra" of four pages, similar in tone to the Yellow Extra of earlier days. The December 23 issue was the Christmas number, with special feature stories appropriate for the season.

On February 16, 1923, a special section was devoted to news, features and pictures concerning the opening of the new Missouri Store on Lowry Street. The Fashion Show supplement appeared March 13, 1923. The Missourian on this date consisted of two six-page sections, one section advertising the fashion show put on by women students of the School of Journalism. "Mr. Dorine," the skit, was written by Sara Saper.

Special articles and features pertaining to Easter were published on March 27, 1923. The April 30 issue and several subsequent issues were largely taken up with stories and pictures of the lynching of a Columbia negro believed to have assaulted a white girl. It was the first lynching in Columbia in thirty-four years.

In the spring the Missourian began publishing a series of articles written by alumni of the School of Journalism. Some told personal experiences of these graduates after leaving school, others were interviews or outstanding feature articles written by the alumni.

In the news columns during May it was noted that J. B. Powell, graduate of the School and former instructor in advertising, had been kidnapped by bandits when a train was wrecked by the bandits near Len Cheng, China.

Powell had been for some time publisher of the China Weekly Review.

Dr. Stratton D. Brooks, one-time city superintendent of schools in Boston and later president of the University of Oklahoma, was elected president of the University of Missouri May 7, 1923.

Most of the issue of May 25 was devoted to Journalism Week guests and speakers and this issue was distributed at the Made-in-Manchuria banquet.

During the spring and summer of 1923, with the near-completion of state highways through Columbia and the building of tourist scamps, tourist news was frequent and important. The special woman's and literary pages did not run during the summer. The paper received a blow by blow account of the Dempsey-Gibbons fight by United Press long-distance telephone on July 4 and the information was posted on bulletins in front of the Drug Shop. It is said fifteen hundred persons watched the bulletin board.

An extra was issued at five A. M. August 3, 1923, announcing the death of President Harding. The extra was delivered or mailed to every paid subscriber of the Missourian. Readers in eight Boone County towns received the papers that morning and rural route and other subscribers received their papers by that day's mail. The extra was distributed as follows:

Columbia—paid subscribers	1491 copies	
—street sales	300 copies	
Browns Station	20 copies	
Hallsville	48 copies	Wabash
Centralia	66 copies	
McBaine	48 copies	
Huntsdale	21 copies	By Motorcycle
Rocheport	65 copies	
Ashland	36 copies	
Rural route in Boone County	454 copies	By Mail
Outside Boone County	472 copies	
TOTAL	3018 copies	

The regular edition of that day also devoted much space to United Press news of Harding's death and to information about Mr. and Mrs. Calvin Coolidge.

The August 3 final contained two two-column heads at either side of the first page, one announcing: "Coolidge Becomes President Today" and the other, "Funeral Schedule begin at 5 P. M." President Coolidge's proclamation was carried in a box on first page August 4. Big headlines stressed the importance of the news carried in succeeding days, such as "President Calvin Coolidge Officially Takes Control of U. S. Government" appearing on August 4; "Thousands Line Streets to See Last Departure of Harding From White House" on August 8; and "American Nations Stands as A Single Mourner Today to Pay Last Tribute to Harding" on August 10.

"This is our birthday," read an editorial in the September 1, 1923, issue. "The Missourian today enters on its sixteenth year. Our growth in every desirable way has been greater the last year than in any previous year; we are proud of our growth and feel we have served well or such growth would not have been possible. The School of Journalism has grown and the Missourian has grown with it. The growth of the Missourian has been both cause and effect of the growth of the School; the Missourian is the medium through which the work of the School is judged. The School has of necessity been built around the daily publishng of its laboratory work. A daily newspaper is a vital part of a School of Journalism that teaches to do by doing. The Missourian in its early days served a limited territory; the School of Journalism in those days had a small enrollment. The Missourian has grown till it covers not only Columbia and Boone County having its own carriers in seven towns; the School of Journalism has grown till it has more than three hundred students. The School requires a laboratory product that grows as the enrollment grows."

The earthquake in Japan was told of in a two-column story on the first page of September 4, and under a six-

column head on page two, with pictures of the Missouri University graduates in Japan. Graduates of the Missouri School of Journalism were first to send the news of the disaster to papers in the United States and elsewhere.

"To England as to the United States the Missouri School of Journalism graduates were first with news of the earthquake in Japan," said a brief story in the Missourian. "The British Newspaper World, reporting on the stories of the disaster, after stating that the Times and Daily Mail had no account from their correspondents on Wednesday after the quake, adds: 'The Tokyo correspondent of the Daily Express (Edward B. Smith) escaped safely to Kobe and on Wednesday the Daily Express received from him a striking descriptive message which it published Thursday.' Smith was graduated here in 1922."

The Missourian advertising rate was again increased October 1, 1923, to thirty cents a column inch. "The N. E. A. recently adopted a standard schedule of rates based on circulation and recommending forty-eight cents an inch for advertising in newspapers of three thousand circulation," said the Missourian's announcement, "A survey of one hundred and ninety-six weekly newspapers in Missouri made by the Missouri Press Association shows the prevailing rate for papers of three thousand circulation in Missouri is thirty to thirty-five cents an inch. The Missourian's new rate is lower than most newspapers of Missouri and the United States."

During this year the special pages again appeared in the paper. Society news was more extensive and especially played up on Saturday with one or two pictures and a social calendar for the coming week. News and features of religious organizations were also played up on Saturdays, often with pictures of local or visiting ministers or of religious groups or buildings. In its editorials the paper advocated Red Cross relief for Japan and urged the building of state roads and support of the local welfare society. Far more features and illustrations were

now being used than before the Missourian had its own printing and engraving plant. The Homecoming special edition of November 9, 1923, had sixteen pages in two sections, the second section devoted to stories and pictures of Oklahoma and Missouri football men and games. There were two pages of society news. The "Peerade Xtra" was issued and distributed during the Homecoming parade, from the journalism float.

The inauguration of Dr. Stratton D. Brooks as president of the University of Missouri was noted in a ten-page paper on November 16, with many illustrations and complete reports of the inauguration.

During the fall staff correspondents from the Missourian accompanied the football team on its out-of-town games and reported the news play by play. An extra was issued on the Thanksgiving game which was played at Lawrence, Kan.

The fifth annual Scoop extra appeared in connection with the journalism students' stunt on December 7, 1923, when Isabelle Stepp was crowned Scoop queen.

An eight-page supplement devoted entirely to the twenty-one proposed amendments to the Missouri State Constitution to be voted on February 26, 1924, appeared on January 14. It gave in full each amendment, a statement of the work of the State Constitutional Convention (1922-23), the official ballot and other information.

Alfonso Johnson, business manager of the Missourian, was elected president of the Northeast Missouri Publishers and Printers Association in January, 1924.

An extra issued at eleven A. M. Sunday morning, February 3, 1924, announced the death of Woodrow Wilson. The former President died at eleven fifteen A. M., Eastern time. The first page contained pictures and United Press dispatches concerning Wilson and there was a long editorial written by a member of the Missourian staff.

Among the features appearing this winter were the birthday sketches of local men and women, and a new column headed "Glimpses of Our World." The latter

appeared in column one of the first page and included late telegraph news in brief and paragraphs from exchanges. The heading of this column was later changed to "The Way of Our World" and as such it still continues.

In the spring of 1924 Alfonso Johnson resigned as business manager of the Missourian to accept a position on the executive staff of the Dallas News. E. A. Soderstrom, a graduate of the Missouri School of Journalism in 1921, and then advertising manager of the San Angelo (Tex.) Standard, became the new business manager for the Missourian.

A summer school edition of twenty pages in three sections was issued April 17, 1924. Ten thousand copies were circulated. In addition to going to regular subscribers it was mailed to teachers and high school seniors throughout Missouri. It was published in the interest of the summer session at the University of Missouri and gave information concerning summer faculty and courses offered.

Through the summer special pages on "Real Estate News and Views" and "Motors and Motoring" were run once a week.

On September 2, 1924, the Missourian began its seventeenth year. "More than three thousand students have been enrolled in journalism classes in these sixteen years," stated an editorial, "and five hundred and fifty men and women, most of whom are in journalism in Missouri and elsewhere, have been graduated."

Among the new features were the advertising department called "Let's Talk Shop," the daily use of a poem at the end of "Way of Our World" column and the printing of a series of page features about small nearby towns. The latter included stories and pictures of Harrisburg, Sturgeon, Hallsville, Rocheport, and other towns.

The Missourian Magazine first appeared November 1, 1924, as a regular Saturday supplement to the Missourian, without additional charge. All the material

therein was to be obtained and written by students in the School of Journalism. Informational and entertaining articles, literary and dramatic criticism, recipes, fashion notes, and art of special interest to women, and other special departments for children as well as adults were included. The magazine took the place of the special pages that had formerly run each week in the Missourian.

The United Press furnished fast and accurate election service on the night of November 4, 1924, and returns were shown on a screen in front of Neff Hall. Bulletins were also received by wireless, radio and telegraph and announced over loud speaker to the crowds that remained about the building all evening. An extra was issued at five A. M. November 5 with photographs of Calvin Coolidge and Charles G. Dawes and giving election news.

A twenty-two page Homecoming edition appeared November 26 and a Thanksgiving Day extra was published giving returns of the Missouri-Kansas football game. President Brooks granted a holiday this year because Missouri not only beat Kansas but won the Missouri Valley Conference championship.

Especial note was paid in the Missourian of November 31 to the death of R. B. Price, ninety-two years old and for fifty years treasurer of the University of Missouri.

Again a twenty-two page edition in the interest of summer session was issued (April 22, 1925) with a circulation of ten thousand.

The May 16 issue carried pictures and many stories of the cyclone which severely damaged the Christian church and several business houses in the neighborhood of Ninth and Walnut Streets. The Missourian was without light and power because of the storm and was printed by the Columbia Printing Co. and the Herald-Statesman Publishing Co.

In its eighteenth year, 1925-26, the Missourian regularly ran eight to ten pages and frequently much larger editions. On September 16, 1925, a sixteen-page issue gave special news pertaining to the University and Columbia for the benefit of incoming students. Six thousand copies

were printed for distribution. On November 10 twelve pages were printed, four pages being a special section devoted to ceremonies connected with the presentation of a stone from St. Paul's Cathedral London, to the University. Sir Esme Howard, British ambassador to the United States, made the presentation speech and the gift was formally accepted by Judge J. E. Goodrich, president of the Board of Curators. The stone was placed on the campus near Neff Hall and bears on its top a meridian plate presented by a journalism graduating class.

On November 12 the Homecoming edition contained sixteen pages, and on November 14 the Oklahoma-Missouri game was carefully covered by the Missourian. A staff correspondent was sent with the Tiger team on out of town football games. In May 1926 the University Missourian Association was dissolved and the Missourian Publishing Association was formed.

Starting its nineteenth year the Missourian of September 1, 1926, stated: "The Missourian has accomplished many things, the greatest being the approval of the people of this community. Of the seven hundred and seventeen graduates and three thousand others who have been employed on the Missourian staff while doing laboratory work in journalism, eighty-five per cent are still in the profession of journalism."

Returns of the Dempsey-Tunney fight in Philadelphia were reported to the Missourian by long distance telephone (United Press service) blow by blow on September 23. Three telephones were used in the Missourian office to give out results to the public.

The Missouri Student with Frederick May as editor and Fletcher Hubbard as manager, made its first appearance September 28, 1926. This publication was issued weekly during the school year as a supplement to the Missourian and was sponsored by the Student Self-Governing Association and under general student control. It continued to be printed on School of Journalism presses and to be issued every Tuesday and dis-

tributed with the Missourian on that day. Advertising for the publication was obtained and written by students in advertising courses.

The Missourian Magazine, again a part of the School of Journalism laboratory work, began its school year issuance on October 2, 1926.

Radio Station WOS broadcast the Missouri-Nebraska football game October 9 through Christian College, using the Missourian's telegraph line. A microphone was set up in Neff Hall and plays announced there. Sport news was played up again throughout the year, radio and telegraph and telephone service being used and staff correspondents sent with the football team on its outside trips.

On November 9 the Missourian gave much space to news of the formal presenting to the University of a Japanese lantern by the Japanese ambassador, His Excellency Tsuneo Matsudaira.

A twenty-page Homecoming edition was published November 18, as a prelude to the Kansas-Missouri football game on November 20. The University's new Memorial Tower was dedicated Saturday morning with great ceremony as a part of the Homecoming program.

With the annual Kansas-Missouri game being played and the football season ending on the Saturday previous, the Missourian was not published on Thanksgiving Day. Twelve pages were issued on December 3 including a four-page supplement devoted to news, features and pictures of the annual Journalism Play. This year it was "Bagdaddies" with words written by Chesly L. Manly and Tom Mahoney and music by Frederick W. Ayer and Elmer E. Taylor.

Advertising in the Missourian had been steadily increasing in amount and changing in style. The pyramid style of make-up continued; the type and illustrations used were attractive and well-planned. For several years a shopping guide had been one of the features. This year it was called "Marylou Goes Shopping" and written by

a woman student in advertising. At holiday time it often covered six or seven columns and listed fifteen to twenty shops.

On December 9, 1926, there was a twenty-two page edition containing Christmas features and advertising and on December 24 appeared the Christmas Eve number with twelve pages. No paper was issued Saturday, Christmas Day, or on New Year's Day.

In the last few years much space was given to news and editorials concerning state highways and road building through Columbia and in the State.

Enrollment in the University, so a news story in February stated, was three thousand, six hundred and fifteen for this term and three thousand, nine hundred and sixty for the first semester of 1926-27. Much news of the State Legislature was carried throughout the session.

The Missourian offered a prize of ten dollars for "the best written and most probable forecast of Columbia as it will be in 1937. The competition will be judged by a committee and will be open to everyone except the journalism faculty and students and the staff in Jay H. Neff Hall. Articles to be eligible must be received before March 1, 1927." The paper reserved the right to publish the articles submitted. Other contests were carried on this year, including small monthly prizes for the best amateur pictures submitted and for the best jokes sent in to the Missourian.

A twenty-four-page paper appeared March 23 including the annual Fashion Show supplement.

The summer school edition of twenty-four pages (April 28, 1927) through the co-operation of those in charge of the University summer session, Columbia merchants, and the Missourian was sent to six thousand students and teachers in Missouri who might be interested in attending the summer school.

Journalism Week programs in detail were carried in the paper during that annual meeting, May 8-13. The rapidity of modern news transmission was one feature of the week's program and the Missourian in a banquet

edition Friday evening, May 13, and its regular edition of May 14 carried stories and illustrations of the marvels of modern science as demonstrated by several news services in connection with the week's program. A telephoto picture taken in New York City was received in Columbia five hours and twenty-one minutes later and published here the same day it was taken. A long-distance telephone call was made from the auditorium of Jay H. Neff Hall to London, England, by Ralph H. Turner, graduate of the School of Journalism and assistant general news manager of United Press Associations. The call lasted six minutes and cost one hundred and sixty-two dollars. The dozen or so persons listening through headphones heard perfectly the voices of persons four thousand, two hundred and seventy-seven miles away. The United Press set up a highspeed automatic printer telegraph machine in the Journalism Banquet Hall and carried messages to demonstrate modern news transmission methods and speed. A cable message went from the banquet hall around the world in eight minutes, setting a new record for fast cable transmission.

Ten and twelve-page papers were issued this year whenever the amount of advertising permitted. Frederic J. Haskins' information service from Washington, D. C., was published regularly and proved of wide interest bringing to the Missourian many inquiries and comments from different parts of the country.

When Lindbergh flew to Paris the Missourian carried much news of the flight and, recognizing the increased interest in aeronautics, continued to devote proportionate space to such news.

Fourteen pages were published June 8 to care for news of commencement exercises and opening of summer session. The summer school student directory was carried in the Missourian June 27, 1927.

Two pages in the July 30 issue were devoted to stories written by members of the class in Special Correspondence on their annual field trip, this time in Northwest

Missouri, Illinois, Mississippi, Tennessee, Alabama, and Kentucky.

At the opening of the 1927-28 fall session of the University and the beginning of the Missourian's twentieth year, on September 14, 1927, a twenty-eight-page edition was published featuring the courses and opportunities in the various University divisions.

On the evening of September 22, the Missourian received by wire a blow-by-blow account of the Dempsey-Tunney fight from the ringside at Soldiers' Field in Chicago. The progress of the fight was announced by megaphone from the entrance to Jay H. Neff Hall and interested persons were invited to telephone the Missourian for information.

Football and athletic news, as usual, was given much space this year. Out of town games were covered by student reporters and the news wired or telephoned in. When the games were in Columbia, editions containing complete details were issued to reach the field by the time the crowd was leaving the stadium.

Lee H. Tate Hall, new home of the School of Law, was formally dedicated October 1 and addresses delivered by Dean Roscoe Pound of Harvard and other speakers were fully covered.

The Missourian Magazine, discontinued through the summer months, was started again in September.

A Homecoming edition of twenty-six pages was issued November 22. On December 9 there were fourteen pages including a six-page Journalism Play supplement. This year the annual play was "Quack-Quack, Quack," with words written by Franceswayne Allen and Weldon Ford and music by Calla Frances Flannagan and Frances Chinn. The play was presented December 12 and 13.

During December frequent ten or fourteen-page issues were necessary to carry the Christmas advertising. Daily a box was carried on page one during session of Congress giving in brief "What Congress is Doing." The Christmas number on December 24 was fourteen pages.

The Missourian celebrated its twentieth year by coming out, on February 25, 1928, in new type. An editorial on March 2 explained:

"For a week the Missourian has appeared in its new style of type, technically known as seven point Ionic Number 5. This style, which is being rapidly adopted by metropolitan newspaper throughout the country, has been scientifically worked out by typographists to serve the reader as efficiently as possible. It is blacker than our old style of type and on account of the distinctness with which it stands out on the white paper is read more rapidly and legibly. Optometrists have endorsed it as relieving eyestrain on account of these features.

"The Missourian did not content itself with adopting a new body type, but added headline and advertising type in harmonizing faces. Parts of the Missourian heads are set in Ionic condensed type in sizes which have become available only recently. This type can be recognized by the narrowness of the letters in proportion to their height. The other parts of the large and medium-sized heads are set in Antique type of obvious strength and legibility."

Another change in the Missourian style was on the editorial page which hitherto had appeared in eight columns just like other pages of the paper. Now the columns carrying the daily editorials were widened so two editorial columns occupied the space of three of the former narrow columns. In January 1928 the Missourian contracted for full leased-wire report of the United Press providing fifteen thousand words of news daily.

The paper now appeared regularly with eight or more pages of eight columns each (excepting the editorial page). The first column at the left of the first page carried daily "The Way of Our World," including brief paragraphs from the telegraph news. At the bottom of this column were the regular features, "And Some Humor," "Comments on Life," and "Some Verse." In the third column from the left appeared daily "The Weather" with official forecasts for Columbia and vicinity. Frequently there were very short boxed features on

page one; now and then a two-column special article helped relieve the one-column news heads; often one or two-column cuts illustrated some important news of the day. Sometimes the classified want ad department was called to the attention of readers by a boxed statement at the bottom of a front page column. Each Friday a two-column box gave a survey of what to expect in the Missourian Magazine of next day.

"News in the Field of Sport" was standing head covering the page or more of sport news. "News of Columbia Society" was another standing head. Society news on Saturday was stressed and usually a full page given to the news, next week's calendar and often one or more illustrations. Some of the other daily routine news appeared under: "At the Hospitals," "Mainly About People," "Stephens College Notes," "Christian College Notes," "What Others Say," "In and Of Missouri," "Today's Market," "On Stage and Screen," "Tomorrow's Best Radio Programs." Saturday announcements and news of religious organizations were carried under the heading "At The Churches."

Several times a week news sent in by country correspondents was carried under the boxed head, "In and Near Boone County." Often on the editorial page a pertinent cartoon was carried. The flag appearing three columns wide above the editorials now carried this statement:

THE COLUMBIA MISSOURIAN

"Published every evening except Sunday by the Missourian Publishing Association, Inc., Jay H. Neff Hall, Columbia, Mo. Entered at the Postoffice at Columbia, Mo., as second-class matter. Member of the Audit Bureau of Circulations.

"Telephones: Business office, 55; general news, 274; Society news, 320.

"E. A. SODERSTROM, Manager.

"Items marked 'By U. P.' are used on the authority of the United Press Associations, from which the Missourian receives all-day news service by leased telegraph wire.

"SUBSCRIPTION RATES: By carrier, $4 a year; $1 for three months; by mail in Boone County, $3 a year, 75 cents for three months; by mail elsewhere, $4.50 a year, $1.25 for three months."

The annual Fashion Show edition of the Missourian appeared March 27, 1928.

During Journalism Week, on Friday May 11, an eight-page Twentieth Anniversary Supplement was carried and each guest at the Railway Banquet was given a copy. The supplement was in brief a history of the School of Journalism through its twenty years. It carried a three-column cut of the first page of Volume one, Number one, of the University Missourian. Some of the stories carried were: Journalism Week Almost More Famous Than the School," "Nine Courses Given During the First Year," "State Press Association Formed in '67," "Activities of Students Pay, Survey Shows," "Alumni Scattered Over Seven Seas," "Afrikaans' Rendering is Thirtieth Translation of 'Journalist's Creed,'" "M. U. Sponsors Yenching University in Developing Journalistic Education," "Journalism in One-Fourth of U. S. Colleges," "Museum Relics Here Represent Both Ancient and Modern Journalism," "Journalism Week and the School Draw Famous Men," "Journalists of Missouri University Incorporated," "Journalism Has Five Fraternities," "Printing Now is Developed to High Stage." There were pictures of Jay H. Neff Hall and its donor, Ward A. Neff of Chicago; of Yenching University, Peking, China; of the class which produced this supplement; of the Japanese Stone Lantern and the St. Paul stone upon which rests a meridian plate, all gifts to the School; of the journalism professional faculty; and of delegates to the second Journalism Week.

The editorial page of the supplement quoted in full the lead editorial published in the first issue of the Missourian on September 14, 1908, giving the purpose of this newspaper and of the School of Journalism. There were also two editorials taking different sides on the question: "Resolved, That the Press is Failing to Attain Its Highest Objectives," written, as were all the contents of the supplement, by journalism students. "Two students with divergent views on the place of the press in modern life were asked to give expression to their views. The two

editorials follow. Well-mixed and shaken together, the two opinions doubtless would closely approximate the truth." So read a note heading the two editorials.

Thus the Missourian closed its twentieth year as the laboratory product of the Missouri School of Journalism.

The Columbia Herald-Statesman

Laboratory work for students in rural journalism has been afforded since 1924 by the Columbia Herald-Statesman, the oldest newspaper west of St. Louis. Throughout the school year students gather and edit the news and features and write the editorials for this typical rural weekly newspaper, the business management being retained by the Herald-Statesman Publishing Company, which is owned by James W. Caudle, Frank H. Scott, and Arthur J. Snedeker.

The first issue of the Herald-Statesman produced by students of the School was on October 2, 1924. John H. Casey, assistant professor of journalism, conducted the class in Country Newspaper Production from the first student issue of the Herald-Statesman until the fall of 1927, when T. C. Morelock was put in charge of the course.

In addition to covering the regular news and features for the paper, the students occasionally make trips over Boone County for feature articles of the various communities. The success of the student staff can best be measured by the response of readers of the paper. Without the use of common promotion methods the circulation of the Herald-Statesman has steadily increased since the students first took charge of it.

Founded on April 23, 1819, the Herald-Statesman has had not only a long but an interesting history. The following sketch carried in the paper's flag suggests the important place the Herald-Statesman holds in the history of the journalism of Missouri and the Middle West:

"Among the distinguished Missourians connected with this newspaper between 1819 and 1913, when the Herald and Statesman were merged into one, is Nathaniel Patten, founder of the old Missouri Intelligencer and Boon's Lick Advertiser at Franklin, who moved his paper to

Columbia in 1830. In 1835 the paper was purchased by Maj. James S. Rollins, William Jewell, Warren Woodson, Thomas Miller, R. N. Todd, and Moses U. Payne, all Columbians, for which group Rollins and Miller served as editors, the name being changed to the Columbia Patriot. Col. William F. Switzler became connected with the paper as editor first in July, 1841, assuming full ownership in 1854 and controlling the policies of the paper for an unbroken period of thirty-six years, the paper's name being changed during that period to the Missouri Statesman, in 1842. Later H. T. Burckhartt, L. H. Rice, William Hirth and Omar D. Gray took their turns at the editorial helm of the old Statesman. Among the men who were connected with the Columbia Herald, which was founded in 1869 and merged with the Statesman in 1913, are E. W. Stephens, Walter Williams, Charles Arnold, J. E. McPherson, and M. H. Pemberton."

The Missourian Magazine

The Missourian Magazine appeared for the first time Saturday, November 1, 1924, as a weekly supplement of the Columbia Missourian.

The growing demand for courses in specialized fields of journalism and the development of such courses in the School of Journalism led to the need for some laboratory publication into which this special writing would fit. Courses in Feature Writing, Newspaper and Magazine Departments, Literary and Dramatic Reviewing, and The Special Article had been developed by Miss Sara L. Lockwood, assistant professor of journalism. For several years material written by students in these classes was used in the daily Missourian, the feature articles appearing in the regular news columns. Special pages would be run once a week containing specialized news, such as the book page, children's page, house and garden page, and woman's page. The new Missourian Magazine was the outgrowth of these special pages, concentrating in a

weekly magazine these special departments and using feature articles and many illustrations.

This was not the first magazine section that had appeared in connection with the Missourian, but it was the first regularly published magazine supplement directed by the School of Journalism under the supervision of its faculty and produced solely by its students.

In the Missourian for Sunday, March 29, 1914, there was a four-page magazine section. Its five-column pages were the same size as the regular Missourian page. The issue contained feature articles on "Artist Sees Passing of New Dances This Season," "To a Missouri Artist's Ozark Home," "Learns Spanish as a Mental Exercise at Sixty-One" and briefer feature notes of interest to Columbians. About half of one page was given over to advertising.

The following month, on April 26, 1914, one full page and a half of the Missourian were designated "The Writers' Club Magazine Section" and contained signed articles written in English classes—fiction, verse and special articles. In the following school year of 1914-15 a section called the Missourian Magazine appeared once a month as a supplement to the Missourian, and containing in its eight pages interesting feature articles about local persons, places and events written by University students. This section was discontinued in the spring of 1915 and the present magazine section, started by the School of Journalism as a part of its laboratory work, was the next supplement to be distributed with the Missourian.

In the Missourian of November 1, 1924, the following announcement appeared: "The Missourian Magazine appears today for the first time. Hereafter it will be issued regularly each Saturday as a supplement (without additional charge) to the Columbia Missourian. All the material contained therein will be obtained and written by students in the School of Journalism. There will be each week informational and entertaining articles, literary and dramatic reviews, recipes, fashion notes, and

articles of especial interest to women and, from time to time, special departments, for children as well as for adults."

The Missourian Magazine is of tabloid size and runs regularly eight three-column pages. On special occasions, twelve, sixteen and even twenty pages have appeared. With the issuance of the magazine a new phase of practical journalism was introduced into the specialized courses. Students in Literary and Dramatic Reviewing and in Newspaper and Magazine Departments, under the supervision of Miss Lockwood, edited the copy and made up the mazagine, carefully planning the placement of stories and illustrations, of art heads and outlines. They learned type sizes and the elements that go into the planning of the physical appearance of a publication. The plan used for the first issue is still employed. The class in Newspaper and Magazine Departments writes departmental material and makes up the general pages of the magazine. Students in Literary and Dramatic Reviewing write book reviews and literary features about Columbia and Missouri writers and make up the book pages; students in Feature Writing contribute features about local institutions, interesting personalities, Columbia history and other subjects of interest to the magazine readers.

Two or three pages of the magazine, from its beginning, have been devoted to literary criticism and features. Copies of the magazine were sent to various book publishing houses and literary editors and criticism was invited. Harry Hansen, then literary editor of the Chicago Daily News and now of the New York World, wrote: "Thank you very much for remembering me and for sending me copies of the Missourian Magazine. There is certainly nothing amateurish about it and I should think it would prove most excellent practice for your classes. Also, your students should have plenty of time to develop some interesting articles about books." Alan Rinehart of the George H. Doran Company wrote: "The Missourian

Magazine strikes me as a most worthwhile and interesting experiment for a school of journalism." A. Page Cooper of Doubleday, Page and Company wrote: "May we congratulate you on the new Missourian Magazine. It is most attractive in the subject-matter and use of cuts." The Kansas City Times, The Publishers' Auxiliary, the New York Evening Post Literary Review, and other newspapers commented favorably upon the new publication.

The first issue contained as its lead story an article on the Sappington family of Missouri, and the Sappington cemetery near Arrow Rock. In the cemetery lie Dr. and Mrs. John Sappington, their four daughters who married governors of Missouri, and three former governors of the State. Several half-tones made in the School of Journalism laboratory illustrated the article. There were also stories about "Mud Pies Don't Tempt Seven-Year-Old Paul Wright Who Makes Circus Animals From Ordinary Clay"; the Boone County Infirmary and those who lived therein; three pages of literary reviews; and two pages concerning women and their home interests including recipes, fashion notes, suggestions on interior decorating, and a pen picture of the wife of Columbia's mayor.

At various times different departments have appeared in the magazine, depending upon the talent in the various classes. Often there are children's pages, sometimes a humor column, and sometimes a page devoted to activities of women's clubs.

The Christmas issue of 1924 was the first special magazine of more than eight pages. Each year since there has been a special Christmas edition of sixteen pages with particular attention given to Christmas stories, feature and fiction, and to holiday pictures and advertising. Special attention is paid to each holiday season such as Thanksgiving, Washington's Birthday, Valentine's Day and Easter. A special edition is issued each Journalism Week.

The magazine was not published during the summer months of 1925 but started again with the September 26 issue in 1925. During this year there were special edi-

tions at Christmas time, a building number on March 13, 1926; an issue devoted to Columbia writers on April 17, 1926; a gardening number March 27; Boone County school edition April 20; and a number devoted to rural churches of Boone County on March 20.

In the fall of 1926 the work of Missouri club women was especially featured and a club department conducted throughout the semester.

Photographs and drawings made by journalism students and the work of local artists have been featured in the magazine. All issues are well illustrated with cuts made by the photo-engraving department of the school.

In the fall of 1927 Miss Frances Grinstead was put in charge of the specialized courses in journalism and the publishing of the magazine.

PART III

CHAPTER VIII.

Alumni and Former Students

"By its fruits it is known, and when its head declares he is proud of the 'courage, conscience and high ideals' its graduates are putting into practice he tells us the one thing above all others we wish to know."

Thus said Oswald Garrison Villard concerning the School of Journalism and its products in a commencement address at the University of Missouri in 1918.

"I have traveled far and observed journalism in many climes," this noted journalist continued "I have yet to find anywhere the professional code of true and honorable journalists better stated than in the credo of the School of Journalism of the University of Missouri. Were that the creed of every newspaper office the ban of popular displeasure which has rested upon the press in America would never have become of any importance whatever. If this, the oldest and sturdiest of our schools of journalism, whose tenth anniversary we are so gratefully celebrating today, had done nothing else than impress this upon the students who have passed through its gates, we should surely still be standing here to acclaim this pioneer in its field and to congratulate it upon a maturity which has dispelled all doubts as to its permanency."

It is indeed by the successful usefulness of its graduates to the profession of journalism that the Missouri School is judged.

When the School was five years old the Kansas City Star printed an article telling how many of the journalism graduates were making good in their profession.

"When the University of Missouri established its School of Journalism five years ago," the article read,

"there began a discussion from newspaper men throughout the United States of the old question of whether or not journalism could be taught outside of a newspaper office. That discussion still ensues, but now with the teaching of journalism five years old, and with instruction given in thirty-five universities and colleges, a collection made of all material published and available on the subject in that time by the directors of the Missouri School shows a marked change of attitude by both the country and city papers.

"The Missouri School of Journalism has sent out forty-nine graduates. Of these more than eighty per cent are employed in good positions and have been employed continuously since graduation. Ten per cent have left the newspaper field after graduation for other work in which they also specialized while in the University. From the others no word has been received."

When the School was ten years old the Missouri Alumnus published a list of graduates, giving their positions and making this comment: "The School of Journalism of the University of Missouri, the oldest school of journalism in the world, which began its tenth year this September, has graduated one hundred forty-nine—twenty-nine women and one hundred twenty men. Of the graduates, one hundred twenty-nine, or more than eighty-five per cent, are engaged in some phase of journalism. Excluding the young women who have given up journalism for housekeeping, the percentage is more than ninety.

"The graduates are in twenty-four states and territories and seven foreign countries: Missouri, Georgia, Pennsylvania, Iowa, Illinois, Kansas, Oklahoma, Alabama, Texas, Colorado, Minnesota, Mississippi, Washington, Michigan, District of Columbia, Indiana, Maryland, Ohio, Nebraska, New York, California, Virginia, South Dakota, Wisconsin, and Hawaii, Japan, France, Canada, England, China and Brazil."

In all its twenty years the Missouri School of Journalism has produced nine hundred and sixteen graduates and given instruction to nearly five thousand students.

These alumni are among those who have served on the professional faculty: From left to right, beginning at the top—Joseph E. Chasnoff, Horatio B. Moore, F. P. Bohn, Marian Babb (Mrs. F. J. Beard), Sara L. Lockwood (Mrs. Walter Williams), Charles E. Kane, Herbert W. Smith, Glenn Babb, J. B. Powell, H. F. Misselwitz, Don D. Patterson, E. R. Childers, J. Willard Ridings.

The graduates are now located in forty-two of the forty-eight states and in the Territory of Hawaii, the Philippine Islands, Argentina, Brazil, Australia, Canada, England, China, Japan, Porto Rico, Trinidad, South Africa and Siam.

A large per cent of these graduates are in Missouri, employed as writers or editors on metropolitan newspapers; owning and publishing their own papers; editing or writing for magazines; advertising copy writers or solicitors on daily newspapers; advertising managers of department stores or other business concerns; on staffs of advertising agencies. Possibly because of the location of the School the largest number of alumni outside of Missouri are found in the South and Southwest. The North Central states are next in popularity with Missouri journalism graduates. California and the Pacific Coast have attracted many, while New York City leads the eastern contingent.

Some of the alumni have become magazine writers whose names already mean much to the American reading public. Some are authors of books including fiction, biography and history. Alumni are associated with thirty or forty class or trade journals of America. Some are noted cartoonists and comic-strip artists. A number of them are professors of journalism in colleges and universities of this and other countries. Several are owners and managers of groups of publications in different towns. In every conceivable capacity in every phase of journalism alumni can be found. They serve in executive, reportorial and business positions with national and international news agencies. As foreign correspondents Missouri alumni have visited virtually every country on the globe. They were World War correspondents; they followed the revolution in China and sent news of it and of Chinese banditry over the world; they were first in getting news of the great earthquake in Japan to other nations.

There are more Missouri graduates in the Orient than

in any other foreign lands. This is due largely to B. W. Fleisher, publisher of the Japan Advertiser, Tokyo, and to Thomas F. Millard, now correspondent in the Far East for the New York Herald-Tribune.

Millard is a native Missourian and a graduate of the University of Missouri (before the School of Journalism was founded). In 1910 he and Fleisher founded a newspaper in Shanghai, the China Press, and included on its staff Carl Crow, another graduate of the University of Missouri, who was at one time associated with Walter Williams on the Columbia Herald. That was the nucleus of the "Missouri news colony" in the Orient. Thereafter when a man was wanted for American newspaper work in the Orient the first query usually went to Dean Walter Williams. And, as Millard wrote in an article published in the New York Herald-Tribune of January 29, 1928, "that started a chain which during the last fifteen years has brought about twenty-five students of the Missouri School of Journalism to Japan and China. From this end it has sent a score or so young Chinese and a few Japanese to study journalism at Columbia, Mo. In time those Americans, when their contracts expired, either went home, where a number of them now are working on foreign news desks of home papers, or came back to the Far East as correspondents for American publications. In time those Chinese and Japanese students returned to their native countries and engaged in journalism out here. . . . At this time the principal news services sent from Shanghai to America have Missouri School of Journalism men at this end of the wires. Those are John B. Powell, for the Chicago Tribune, and the Manchester Guardian; Morris J. Harris for the Associated Press; Francis Misselwitz for the New York Times; and your correspondent (Millard). At Peking is Glenn Babb, chief Associated Press correspondent in China. At Tientsin, Hollington Tong directs a newspaper and corresponds for publications in America and England. At Canton, Hin Wong edits a paper and sends correspondence to America; he is, I think, acting for the Associated

Press there. Kan Lee handles publicity for the Ministry of Finance in the national government. Miss Eva Chang edits a Chinese woman's magazine and does publicity for the Y. W. C. A. Margaret Powell assists on the China Weekly Review and does publicity for the B. A. T. motion picture studio. Louise Wilson does the women's department for the North China Daily News, a British paper. At Tokyo Frank Hedges is correspondent for the Christian Science Monitor and other papers."

As a matter of fact more than fifty American-born alumni of the Missouri School of Journalism have worked in the Orient and there are now at least fifty in journalistic work there, including Americans, Chinese and Japanese.

Of the nine hundred and sixteen graduates three hundred and fifty-two are women. In 1910 the first women was graduated in journalism. In 1928, thirty-nine of the ninety-six graduates were women. These women graduates are filling positions as teachers of journalism, reporters, editors, correspondents, publishers, advertising experts, magazine writers. They are in agricultural, journalism, on trade publications and house organs, in metropolitan and rural journalism.

In 1920 the School of Journalism published its first Alumni Directory listing the names and giving a brief biography of each of the graduates (numbering then two hundred and thirty-eight) and as many of the former students as could be located. "The School of Journalism," stated the preface, "is vitally interested in the alumni and former students and the latter are interested in the School and in each other. Scattered as the School of Journalism's product is, over numerous states and countries, it is easy for the alumni to become 'lost' to their old campus friends. This booklet will have achieved its purpose if it affords a point of contact, a meeting place, for those who once wrote copy for the Missourian."

Similar directories were issued in April, 1923, September, 1925, and the summer of 1928. These and the forma-

tion of the School of Journalism Alumni Association, as well as the interest in Journalism Week have kept alumni and former students informed and interested in the progress of the School and its students.

The 1928 directory, "Missouri Alumni in Journalism" (issued as Volume 29, Number 4, in the University of Missouri bulletin series), includes not only the complete list of School of Journalism graduates from 1908 through 1928 and about two hundred additional former students; it gives a brief biography of each person, especially in connection with his or her journalistic achievement.

A complete list of graduates of the Missouri School of Journalism, year by year, is here given:

1909

Arnold, Charles

1910

Gould, Robin Paul
Kenton, Gussie Viron
Miller, Roy Emile
Paxton, Mary Gentry
Powell, John Benjamin
Scott, DR.

1911

Brown, Claudius Adolphus
Bryant, Vaughn
Chasnoff, Joseph Edwin (deceased)
Hutto, Jasper Cunningham
Leggett, Raymond Fletcher (deceased)
Riley, Oscar Edwin
Shirky, Mohler
Smith, Herbert Warren
Stewart, Francis
Tindall, Richard Gentry

1912

Brown, Buford Otis
Felgate, Edward Robert Ashley
Harrison, Fred Melvin
Kinyon, Henry Hubbard
LaTurno, Florence Jessie (deceased)
Phifer, Lyndon Burke
Stemmons, Walter Campbell
Todd, Ernest McClary (deceased)
Trullinger, Earl Barton
Wong, Hin

1913

Armstrong, Amy V.
Baskett, Edgar Sebree
Birdsong, Henry Ellis
Foley, Mary Ellen
Hall, William Earl
Harvey, Charles Asbury (as of class of 1912)
Hicklin, Maurice
Howard, Sanford Alpheus
Lamade, Howard J.
Lewis, Chester Arthur
Lindsay, Malvina
Lockwood, Sara Lawrence
MacKay, Hugh James
Mann, Robert Stanley
Mayer, Siegel
Neff, Ward Andrew
Pryne, Ralph (Pruyn)
Ridings, Harry E.
Rucker, Frank Warren
Spencer, Clarissa Elinor
Turner, George Walker
Wolfsohn, Leo

1914

Beeler, Maxwell Newton
Bennett, Roy Coleman
Brown, J. Harrison
Elliott, Clarence Milton
Fry, Horace Luther
Gingrich, Oliver Newton
MacArthur, John Cawley (as of 1913)
May, James Garfield (as of 1913)
McDougal, Myrtle
Moss, Clinton French (deceased)

Nash, Edward Vernon
Nolle, William Jacob
Parker, Thomas Eldridge
Riley, Sarah Edith
Schofield, James Ewell
Thompson, Paul Jennings
Thornburg, Hazel Syrena
Tindall, Robert Kingsbury
Trail, Guy Thomas

1915

Babb, Joseph Glenn
Bandy, Russell M. Jr.
Briggs, Frank Parks
Carpenter, Owen Griffith
Catron, Frank Fletcher
Christmas, Earl
Colbert, Herschel Myers
Ferguson, John Donald
Harte, Houston
Hudson, Thomas Stewart
Kane, Charles Edward
Keller, Fred
McGowan, Constance Marguerite
Rosenfelder, Daniel David
Schute, Fannie Marie
Stern, Morton
Stapel, John Columbus
Tumulty, Rosalie
Webb, Ward Hilton

1916

Collins, DeWitt Clinton
Davis Dean W.
DeLashmutt, Harry Algern
(as of class of 1915)
Doughty, Glenn Hatcher
Dunn, Clara Rogers
Evans, Anne Shannon
Fitzgerald, Nelle Rose
Gibson, James Blaine
Hood, Livy Gerald
Marvin, Merze
Murphy, Margaret
Sanders, Ruth
Schmidt, Bertha Harnett
Wagner, Edwin P.
Webb, Samuel Wiley, Jr.
Wilson, Dale
Wise, Sadie (deceased)
Wright, Myrtle

1917

Baker, Gladys (deceased)
Bayley, Ernest Robert
Bennett, Harry Cline
Daggy, Julian Gentry
Ellard, Roscoe Brabazon
Fahrner, Leslie
Felker, Carl T.
Forshey, C. Guy
Friedel, Morris
(as of 1916)
Goldberg, Charles F.
Groves, Jesse Lee, Jr.
Hinman, Albert Greene
Hughes, Paul Jones
Hyde, Ira Barnes, Jr.
Jones, Ellis Herman
King, Frank Haviland
Kline, Benjamin Gordon
McCarger, Harold M.
McGhee, Grant, Jr.
Malkus, Huber Paul
Miller, Robert Rae
Million, Margaret Lowell
Murray, John Archibald
Oehm, Gustav Martin
Patterson, Don Denham
Richards, Russell Lowell
Roster, Charles
Shapiro, Frederic Engles
Shelton, Robert Monroe
Smith, Hazel Amy
Smith, Katherine Foster
Snider, Alexander Edward
Strock, Caralee
Taylor, Harry Ellsworth
(as of class of 1916)
Vernon, Annalee
Walker, Herbert W.
Williams, Frederick Major
Wise, Dorothy

1918

Asquith, M. Marcus
Baker, Ada Dorothy
Brandt, Raymond P.
Browning, Kathleen
Burton, Sybil Rex
Canada, Evelyn Read
Clayton, Marguerite
Coulson, Mary Elizabeth
Egger, Reinhardt
Godfrey, Harold W.
Grommet, Thryza A.
Halliburton, Sarah F.
Hancock, Harold L.
Ledbetter, Frank
McBride, Mary Margaret
MacKay, Mary Ellen
Monteiro, Aristides
Pfeiffer, Pauline
Richards, Owen M.
Rose, Marion Turner

Temple, Henry Frederick
(as of class of 1917)
Warren, David M.
(as of 1917)
Watts, Lenora Pauline
Wheeler, William Hamilton
(as of 1917)
White, Himey
Whitehead, Lawrence E.

1919

Alper, Minnie
Armil, Elcy Emery
Blackburn, Thompson Fulton
Campbell, Marvine Margaret
Faris, Willie Adalyn
Fisher, Irene
Gravely, Ralph
Gray, Frances Mitchell
Harris, Mary
Hedges, Frank Hinckley
Lightner, Willie Mae
Rinkle, Will Davis
Royston, Lucille Augusta
Schuette, Cora Viola
Sanders, Charles Leo
Schutte, Mary Margaret
Scott, Frank Harrelson
Votaw, Maurice Eldred

1920

Banner, Franklin C.
Blackburn, Clifford Dewey
Boeschenstein, Charles Krome
Bruce, Mary Elizabeth
Casebolt, Floyd Wheeler
Casey, John Harold
Cason, Mary Virginia
Cheng, Chung
Chenoweth, Dean
Comegys, Courtney Lee
Dodson, Isabel
Elvins, Charles Parsons
Freiberger, George Werner
Ginsburg, Claire E.
Gregory, Alexander Samuel
Guth, Harry Earl
Hamel, John Philip
Heenan, David Jr.
Heidbrader, Arthur Lee
Herrick, Robert S.
Hunt, Fred
Lacy, William Gibbons
Lustig, Harold Clayton
McKee, Mary Carolyne
Mecker, Louis Ferdinand
Milligan, Warren
Nichols, Albert Hayden
Pace, Bryan Lee
Parry, Duke Needham
Paton, Homer William
Patton, Mary Sue
Ramsey, Mark Corbett (deceased)
Rudd, Basil Gordon
Schroeder, Eric Goetze
Sommers, Carlotta
Sommers, Henry Augustus
Watts, Beatrice

1921

Andrews, Stanley
Atteberry, Elizabeth
Armstrong, Roswell G.
Blattner, Lee Pemberton
Brookman, Laura Lou
Chapman, Frances Ray
Crawford, Marvin H.
Dunn, Dorothy
Etter, Betty
Franklin, Loula
Gibbany, Walter W.
Gill, Moss
Gross, Grace Lucile
Guthrie, Enoch Arden (deceased)
Halligan, Alfreda
Hammond, Thomas B.
Harris, Morris J.
Howell, Roberta Lee
Johannes, Georgia Faye
Johnson, Sara Elizabeth
Keogh, Mildred
Liter, Calvin P.
Loth, David, Jr.
Ludi, Harry J.
McCauley, Henry Leake
McCauley, John Sloane, Jr.
McClain, James Henry (deceased)
Marfori, Vincente Rosendo
Meinhoffer, Lucile
Miller, May M.
Mumford, Donald
Nathan, Emil, Jr.
Peabody, Margerie
Prather, Ruth L.
Quirino, Eliseo
Richards, Della B.
Richardson, Frances Allene
Roetzel, Mildred
Scholz, Jackson V.
Simpson, Ralph Lee
Stein, Selma
Stewart, Josephine
Taylor, Estella Ruth
Waye, Raymond D.

Woodbury, Melville A.
Wyatt, Ella Minerva

1922

Abernethy, Byron L.
Armstrong, Dorothy G.
Atkeson, Ralph Wendell
(as of 1921)
Atkinson, Marion Owen
(as of 1921)
Babb, Marian Jamie
Baermann, Arthur L.
Baker, Archie Christopher
(as of 1921)
Barker, Stephen Alfred
Barnett, Marguerite
Baskett, Edna Lee
Belden, Francis Edward
Boyle, Grace
Burch, Kathryn Stewart
Cheavens, Martha Louise
Cherry, Mary Boulware
Crum, Lula Wenzel
(as of 1921)
Curtis, John Harold
Dienst, Anna Nettie
(as of 1921)
Dryden, Ralph Waldo
Edwards, Corwin D.
(as of 1921)
Edwards, Jeanette
(as of 1921)
Finkelstein, Leo
(as of 1921)
Forti, Francis
Garth, Ernest Davidson
Gilbert, Judith Ann
Ginsberg, Anna M.
Grinstead, Frances
(as of 1921)
Horrocks, Gilles Edward
Hosmer, Joseph Blaine
Jacquin, Edwin Nicholas
Jett, Monroe Daniel
Johnson, Alfonso
Johnson, Duncan Blythe
Johnston, Emery Kennedy
Keen, Victor
Klausner, Rae
LeCrone, George M., Jr.
Lee, Kan
Levin, Ruth
Lohman, Margaret Henrietta
Mackey, Corrine Godfrey
Mann, Harry Lockridge
Martyr, J. Leighton
Miller, Paul Merrill
Misselwitz, Henry Francis
Moore, Anita
Morelock, Thomas Cecil
Morgan, Helen Laufman
Morgan, Paul J.
Morris, John Rippey
Pierce, Rowena Ruth
Pontius, Katherine Flournoy
Reynolds, Kathryn Lavina
Robertson, Frank Turpin
Sanderson, Uluth Mitchell, Jr.
Schroeder, Mildred M.
Schuck, Hugh
(as of 1921)
Simmons, George Evans
(as of 1921)
Smith, Edward Burnette
Smith, Queen
Spencer, Augusta
Stephenson, Marion
Thomure, Bernice
Tilberg, Frederick
(as of 1921)
Weeks, Alice Elizabeth
Wellsford, Calloway Mills, Jr.
Westerman, Blanche
Whitaker, Lewis Stanley
Whittier, Florence E.
Williams, Orville D.
Wilson, M. Louise
Wolfsohn, Joel David

1923

Agee, Elizabeth
Allen, Thaddeus S.
Atteberry, Z. Ellis
Babb, Lawrence
Bell, John Paul
(as of 1922)
Brown, Irl Webb
Butts, George Colby
Caldwell, John D.
Campbell, Kathryn
Carroll, Raymond H.
(as of 1922)
Chamberlain, Louis Francis
Chien, Pei-yu
Cotton, William Philip
Dodd, Eugenia
Dooley, William J.
Dunn, Charles W.
(as of 1922)
Farnham, Charles William
(as of 1922)
Glutz, Mildred
Gove, James Rhey
Gray, Exie Mitchell
Griffis, Frances Guion
Grumley, Catherine

Harris, Grey Lynes
Heimbaugh, Maxine
Hein, Florence Pearl
Herndon, Albert Perrin
(as of 1922)
Holland, George Dewey, Jr.
(as of 1922)
Housman, Robert L.
(as of 1922)
Houston, Frank Fitzhugh Buckner (as of 1922)
Jones, Paul Caruthers
Kaiser, Flora
Keith, Virginia
Kingsbury, William Wallace, Jr.
Koritnik, Zora
Lane, Clive R.
Lauderdale, Irving J.
Lazarus, Hannah H.
Lewis, Margaret Barrington
Lockwood, Clarence Dodds
McCannon, Glen Findley
(as of 1922)
McEwen, Erwin Francis
McKinley, Gladys
Marks, Besse B.
Marseilles, Alice Adelia
Maurer, Wesley H.
(as of 1922)
Moore, Horatio Booth
(as of 1922)
Moore, Catherine Baldwin
More, Joseph Francis
Moss, Mec-Ryan
(as of 1922)
Nuckols, Hazel
O'Neal, Samuel A.
Peterson, Delmar D. G.
Perry, Gerald Fayne
Robnett, James Overton
Rodgers, Charles Archibald
Roy, Kenneth Bennett
Scherr, Elliott Brown
Sedwick, Jackson L.
Sharp, Eugene Webster
Siemon, Ray
Simmons, Mabel Clarke
Slater, Helen Louise
Smillie, Alexander M.
Soderstrom, Elmer A.
Spalding, Aurelia
Stahl, John Francis
Staats, Clarence Earl (deceased)
Stokes, Charles Edwin
Swain, Virginia
Swet, Abe
Thomas, Jack Edwin
(as of 1922)
Thompson, Mabel
Turner, Mary Jo
Vance, Charles C.
Ware, Catherine McKinley
Washburn, Alexander Henry
Watkins, Virginia Judson
Watts, Gladys Rayne
Weber, Edwin G.
Weil, Arthur Theodore
Whitehead, Murray Nanson
(as of 1922)
Wilkerson, Marvin J.
Wood, Eleanor Duncan
(as of 1922)
Wortman, Helen Zene
Wright, Mary Leonor
(as of 1922)

1924

Abbott, Frank L.
(as of 1923)
Adams, Ernestine
Arn, Alden Thomas
Andrada, Honofre A.
Barson, Sidney
(as of 1923)
Beighley, Harold Sadler
Berger, Joe Rolonde
Blickhahn, Harry M.
Bohn, Frederick Philip
Bradfield, Walter Everett
(as of 1923)
Bright, Elizabeth Kimbrough
Brown, Benjamin Henton
Bush, Gordon K.
Callaway, Inez Early
Calvert, Catherine Telfer
Chang, Eva Chi-Ying
Chen, Chin-jen
Cloud, Tilghman Roswell
Colt, John W.
Cornish, Julia Frances
Dean, Mildred Alice
Dewel, Duane E.
Drake, Lois Melvina
(as of 1923)
Durham, Maynard Lee
Eckelberry, William
Edwards, George Raymond
Ellwanger, Jack William
(as of 1923)
Estes, Elizabeth Frances
(as of 1923)
Felton, Horace Lloyd
(as of 1923)
Flynn, Francis Marion
Foster, Amelia
Frauens, Marie
Gardner, Virginia Carnall

Gillaspie, Roscoe
Gittinger, Jesse Norman
Goodwin, Ann F.
Gunn, Margaret Adams
Hailey, Foster Bowman
Hargis, Vivienne
Hausman, Ruth Elsie
Hazeltine, Adelaide Humphrey
Hefner, Lewis Henry
Horine, Mary Katherine
Hughes, Elizabeth Jane
Jacobs, Nathan Elias
Jao, Yin-Chih
Johnson, Margaret Willeke
Kaucher, Dorothy
Kingsley, Richard J.
Kistenmacher, Charles F.
Krause, Chester Tobey
(as of 1923)
LaCossitt, Henry D.
(as of 1923)
Lansing, Jessie Ray
Larson, Adolph Ferdinand
Leader, Benjamin
Logan, Jean
Lusk, Robert Davies
Lynn, Bernice
McKiddy, Lorance
Marken, Edith May
Major, Card Edward
Marsalek, Charles William
Martin, Rulif Mitchell
Miles, Josephine Elizabeth
Milton, Margaret
Moore, Prudence Robertson
(as of 1923)
Nee, Benjamin Kuang Heng
Newman, Earl Frederick
Nute, Albert C.
(as of 1923)
Patton, James Smith
(as of 1923)
Pyle, Maxwell Edward Howard
(as of 1923)
Rea, J. Reavis
(as of 1923)
Rambeau, Lorrence Decatur
Reed, Marion Helen
Reese, James Russell
Reyes, Ricardo O.
Roberts, Lacy Johnson
Roe, Dorothy
Rohde, William Lloyd
Saper, Sara Serene
(as of 1923)
Schwabe, James Webster, Jr.
Shore, Thomas Spencer
Silverstein, Irene T.
Simon, Carolyn V.
Sims, Jesse Helen
Slate, Lowell Earl
(in Agricultural Journalism)
Sloat, Edwin Kirk
Smith, Bess Farrington
Snyder, Theodosia Munson
Spencer, Howard Wendell
Spencer, Jane
Stark, Ferol L.
Steen, Jack
Tenenbaum, Fannie
(as of 1923)
Tenenbaum, Samuel
Terry, Norman Berkley
Thompson, Myrtle George
(as of 1923)
Tisdel, William Lawrence
(as of 1923)
Tsuruno, Juzo
Tydings, Robert Stillman
Ulbricht, Norman Joseph
Van Cleve, William T.
(as of 1923)
Vizard, Gordon A.
(as of 1923)
Vladimir, Irwin
Wade, Leila Alice
Wang, Ying-pin
(as of 1923)
Warren, Donald Stewart
(as of 1923)
Wertz, Harvey A.
Wheeler, Florence Katherine
Wigbels, Annie Belle
Wilcox, Frances Minor
(as of 1923)
Williams, Ruth
Wilson, Elizabeth
Wilson, Lyle Campbell
Wilson, Mabel
Winkler, Arthur Gregory
(as of 1923)
Wyeth, Arthur Richardson
(as of 1923)
Yates, Thomas L.

1925

Amery, Alice Winifred
Anderson, Donald Corbett
Armstrong, Orland Kay
Averitt, Helen
Banks, Mary
Beals, Leslie Melrose
Boggs, Margaret
Borders, Irvin Dougherty
Brand, Gladys Louise

Brill, Glenn Marlen
Brown, Dorothy Lee
Brown, Marie C.
Carmichael, Claude E.
Choa, Thomas Ming-heng
Christman, Harold Gordon
Cunningham, Willard Dickinson
Clayton, Charles Curtis
Cloughley, Hazel
Cole, Virginia Lee
Crump, Doris E.
Dahnke, Helen
Davidson, Gladys-Mai
Denny, Bernice
Dickbrader, Louise
Doerschuk, Mary Virginia
Dunbar, LaVerne Jerome
Edwards, Margaret
Eigenmann, Thora Marie
England, Frances Evelyn
Ferguson, Harry
Fischer, Ernest Gus
Flanagan, Dorothy Belle
Froman, Howard A.
Geeson, Arthur Bertram
Hearon, Ernest Stephen
Hereford, Roberto Antolin
Hocker, Alma Lee
Hogan, Don Lynn
Hunt, Ruth L.
Johns, Burdette Theron
Jones, Ruby Prunella
Jones, Donald Hugh
Kearney, James Robert, Jr.
Ladinsky, Nathan
Livesay, Mary Virginia
McCarthy, Mary Catherine
McFadden, Dudley Edward
McPhail, James Albert, Jr.
Mapel, William L.
Maron, Nathan C.
Maxwell, Oliver Thornton
Mohr, Berta Mary
Mortola, Manuel Marcelino
Mueller, Anita
Nelson, Pearle Josephine
Packard, Ruth Mary
Pate, Herbert James
Penn, Helen
Perkins, Cecil J.
Pflueger, Wallace
Pickens, Leon S.
Price, James William
Quigley, James Burt
Ragland, Frances
Renoe, Virginia Neville
Rodekopf, Louise Ruth
Sappington, Frederick Gose
Simpich, Joseph Stanley
Schooley, Clarence Herschel
Stein, Gertrude
Stephens, Laura Moss
Stepp, Mary Isabelle
Stone, William Card
Stout, Eugene T.
Streeter, Harold Verdelle
Taylor, Ralph Wilson
Taylor, Zachary W.
Theilmann, Herman John
Todd, Bruce Henderson
Tomlinson, Exie
Valenzuela, Jesus Zafra
Trenholme, Norman Hurst
Vanzant, Neil Canady
Wagner, Clay S.
Wall, Herman Duncan
Whaley, Thelma Martha
White, Modelle Elsea
Wilson, James Wilbur
Woodfill, Susan Iola
Yeldell, Guy Edmond

1926

Adger, Dorothy Ann
Alcorn, William L.
Allen, Sara Ann
Anthony, Harold Gardner
Blackmon, Henry Clifton
Boyd, Edward
Bolton, Bird Paul
Bradstreet, Virginia
Bransford, Thomas J.
Brown, Andrew Joseph
Bullock, Arthur V.
Burba, Alma
Christensen, Vera Elizabeth
Coffey, Jack C., Jr.
Coleman, Ethline
Cowan, Ralph Bronson
Cracraft, Marion R.
Dooley, Marjorie
Elliott, George N., Jr.
Farrington, Virginia
Folk, Jack Lucius, Jr.
Fung, Paul C.
Geers, Dorothy Durer
Gilliam, Burke
Grinstead, Louis R.
Guitar, Mary Turner
Hanlon, Roselee Jo
Hardee, Robert Leonard
Harper, Frank B.
Hawes, Peyton E.
Hinkle, Olin E.
Hubbard, Frances E.
Hurtubise, Alida
Jack, Ada Whitefield

Jacobs, Robert W.
Johnson, Clifford Rollin
Lowis, Sarah Isabelle
Mathews, Della Emerzilla
McClintic, Eugene S.
McCluskey, Edward Delmar
McPherson, Frederic
McCool, Sam B.
Meredith, Helen
Miller, Chester Harris
Moore, Alma DeMoss
Osburn, Dora Maurine
Paxton, Emery Foster (deceased)
Pickens, Paul Reymon
Pond, Philip Ray
Reed, Frederick Asmuth
Reno, Benjamin Franklin
Ragon, Sylvia
Rentchler, Janise Wilson
Ridings, Joseph Willard
Robertson, Benjamin, Jr.
Ruark, Laura Virginia
Rutledge, Harry B.
Sawyer, Robert L.
Settle, J. Ewing, Jr.
Spencer, Marion Mott
Stevens, Roy
Sutton, Dorothy
Tawara, Haruji
Thaxton, Sarah Louise
Thomas, Lloyd F.
Trenholm, George Alfred, Jr.
Vehlow, Wilda Ruth
Waldron, Jay Clarke
Warren, Erma Ruth
Weatherly, Edward H.
Wilkinson, Austin M.
Williams, Edwin Moss
Winsborough, Hal P.
Winsborough, Jean Herrin
Witten, Frank
Young, Arthur Augustus

1927

Agnew, Grace Jack
Allton, Mabelle Frank
Anderson, Lola
Beard, Louise
Benton, Angelon Ames
Berry, Kendall
Bishop, John Burney
Bond, Marjorie Mae
Bridges, Doris Jean
Burges, Charles C.
Campbell, Georgia May
Carpenter, Norma Lucile
Chapman, John Harrel
Compton, Merrill E.
Cope, Millard Louis
Daniels, Maxine
Davis, Rachel Lucile
Dawson, Sybil Claire
Donaldson, Georgia Belle
Doyle, D'Alice
Dunlap, Frances
Einhorn, Nathan
Elliott, Ashley Dwinnell
Fackelman, Robert Henry
Finegold, Pauline Marion
Ferry, Thomas W.
Fisher, Aileen Lucia
Folk, Louise
Freck, Charles Augustus
Gibson, Vivian
Goad, Rex Roark
Godwin, Gaylord Pinkney
Hammer, James Elder
Hardy, Marie Kuhns
Heidenrich, Evelyn Zelda
Heitman, John Russell
Henderson, J. William
Hendricks, Miriam Ashby
Hill, J. Gilbert
Hollingsworth, Leslie A.
Howie, Helen
Hughes, Helen Hoagland
Hunt, Mary Frances
Jeske, Fred B.
Karsch, William Albert
Keltner, Vivian Hannan
Keshen, Albert Sidney
Kiene, Tom Lee
Kirgan, Sadie Elizabeth
Knott, George Haney
Kuhne, Camille F.
Lainhart, Robert Brown
Lancaster, Richard
Lee, Harrell Estes
Lepidus, Henry
Limerick, Paul Willard
(as of 1923)
Lindenmeyer, Paul A.
Love, Carol Virginia
Lundgren, Warren W.
Lutman, Harriette Elizabeth
McBride, Edith
Mahoney, Thomas
Manly, Chesly
Martin, Ovid Anthony
Michael, Louise Ernestine
Moore, Gilbert G.
Moore, Marion Ennis
Norman, Hugh R.
Parry, Thomas Wood, Jr.
Patton, Dorothy
Payne, Barbara Lee
Oeschli, Orden C.

Raines, Aline Gundrum (deceased)
Randolph, Robert Andrew
Reiter, Ervilla, E.
Replogle, George Rae.
Reynolds, Donald Worthington
Riggs, Robert L.
Root, Murphy A.
Saltmarsh, Grace Lorell
Sapp, Robert M.
Scott, Helen Jo
Sharp, Rolland Albert
Shouse, Margaret Shannon
Smith, Clifford A.
Smith, Maurine Elizabeth
Speer, Robert Louis
Sonnenschein, Alexander
Steele, Marjorie Lee
Stewart, Louise
Stockholm, Richard
Sullivan, Estill Bradford
Tang, Edgar C.
Taylor, Elmer E., Jr.
Turner, Mary Jo
Van Pelt, Robert Wolverton
Walker, Don Nelson
Wallin, Chadbourne Munro
Wheeler, Sara Ann
Whitson, Nan Elizabeth
Williams, Ray
Willitts, Mariam Sweet
Winchester, Anita
Wood, Virginia E.
Wright, Francis Edson
Young, Clayton Whitford
Zalken, William
Ziffren, Lester
Zirkle, Evelyn Ramsey

1928

Abney, Mary Katherine
Allen, Franceswayne
Bahe, Edward Judge
Baskett, Kirkley Morrison
Bassett, Leila Mae
Baur, Edmee Clara
Beatty, William Perry
Bell, Floyd Kenneth
Block, Maxine
Bodendieck, Henry Albert
Bohn, Dorothy Sweet
(as of 1927)
Brawner, Thomas Faber
Brinkley, Floyd Burton
Bronaugh, Frank Edward
Brown, Lemuel Heidel
Brown, Lynn Elizabeth
Burges, Clarence William
Buskirk, Sam Hollis
Campbell, Virgil Hone
(as of 1927)
Carselowey, Charles
Chisholm, John Richmond
Christy, Helen Ethel
Coggins, Dorothy Hammond
Conrad, Edwin
Cooke, Robert Washington
Cornell, Douglas Bartrem
Curtis, Claude Cecil
Davis, Peyton Alphonso
Davis, Thomas Lowell
De Vries, Georgia Henrietta
Dier, John Lawrence
Feeny, Martha Wright
Ford, Weldon Albert
Frazier, Nannie Mary
Fronabarger, Garland Dewey
(as of 1927)
Gamble, Dwight Goodrich
Gerald, James Edward
Gill, John Charles
Gilmour, Frances
Givens, Alfred
Givens, Spencer Hollingsworth
Hall, Leda
Harris, Muriel Margaret
Hartwig, Elizabeth Marie
Hillix, Dorothy Mae
Holmes, Marshall Sheldon
Hoschar, Allan Martin
Hughes, Elizabeth
Jackson, Robert Manson
Keithley, James Balliet
Kellner, Helen Margaret
Kennedy, Thomas Lee, Jr.
Kunkel, George Roosevelt
Lamm, Opal Willis
Langfelder, Ruth Natalie
Leavell, David C.
Le Grange, Isak Johannes
Loeffel, Margaret Susan
Lowenstein, Frederick House
Luther, Clark Andrew
May, Frederick William
Miller, Raymond J.
(as of 1927)
Moffett, John William
McDonald, Edwin Ruthven
McEwen, Minerva Mary
McFarland, Eugene L.
Newcomb, Parker W.
O'Neill, Edward Michael
Orr, Charles Blair
Parks, Margaret Elizabeth
Pearson, Elizabeth Duncan
Phipps, Claude Raymond
Polk, Lillian

Pollock, Ida Lee
Post, Frieda Mae
Randol, Grace Isabel
Redus, William Lewis
Rice, Leslie Hilbert
Ridge, Almer Ambrose
Roos, Helena Alice
Sack, Lester Jacob
(as of 1927)
Salmon, Edward L., Jr.
Sievers, Hazel Henrietta
Simpson, Alta Isabelle
Sloan, Ledgerwood Craig
Smith, Katherine Wilde
Sowers, Edward Walter
Stapel, Henry F.
Stroud, William Guerdon
Timmonds, Carol
Todd, Emily Olive
Turner, Virginia Venable
Wallhausen, Arthur Louis
Whitaker, John Ralph
Woodsmall, Helen Louise
Woodson, Virginia
Zeve, Erma Palmyre

CHAPTER IX.

Journalism Weeks

The progress of rapid news transmission methods throughout the world, the growth of international journalism; the amazing developments in mechanical equipment for printing and publishing, the changing policies and methods of newspapers and magazines to meet the changing demands of the reading public, the growth of syndicates and news agencies, the increasing facilities, comprehensiveness and efficiency in college education for journalism, the results of this professional education as demonstrated by the alumni of the Missouri School of Journalism, the expansion of journalistic work for women—all these things and more one may trace in the programs and addresses of Journalism Weeks at the University of Missouri through nineteen consecutive years.

It was toward the close of the second year of the School of Journalism that the first gathering of newspaper and magazine editors and publishers was held in Columbia. The first conference, held May 9-14, 1910, was called Editors Week. So great was its success it became thereafter an institution, a definite part of the Missouri School of Journalism program of education for journalism. From the second year on it has been known as Journalism Week. Each year it has proved its value to students and faculty in journalism, to the University as a whole, and to visitors.

In the first years it was of significance when interested journalists sent telegraphic messages to those convened for Journalism Week. In 1914 Columbia and Journalism Week visitors were thrilled when Col. W. R.

Nelson of the Kansas City Star, sitting at his desk in Kansas City, delivered an address over long-distance telephone to auditors gathered in the University auditorium in Columbia. In 1922 the program for the annual Journalism Week Banquet was given largely by radio from the Kansas City Star, the St. Louis Post-Dispatch, the Detroit News, and the R. O. T. C. radio station in Columbia. In following years most of the evening addresses were broadcast and new methods of news transmission were discussed. In 1928 nearly four hundred Journalism Week guests witnessed the marvels of modern news transmission when messages were sent from the banquet hall to New York over special United Press Wires and thence rushed around the world and around South America from one United Press bureau to another. One cable message circled the globe in eight minutes, setting a new record for fast cable transmission. When the message left the banquet hall it bore the signature of Ralph H. Turner, graduate of the Missouri School of Journalism and assistant general news manager of United Press Associations. When it returned it bore the signatures of United Press managers in New York City, London, Vladivostock, Shanghai, San Francisco, and Denver. Another message circled South America in seven minutes. Other messages were relayed to ships at sea through New York and San Francisco by the Radio Corporation of America. Within a few minutes answers began to arrive from ships, one vessel five thousand, five hundred miles from Columbia. A high-speed automatic printer-telegraph machine was operated in the banquet hall to carry the messages to coastal cities.

Other marvels at this meeting were the publishing of a telephoto picture in the Missourian the same day the picture was taken in New York City. The picture showed Fred S. Ferguson, president of the NEA Service, Inc., extending Journalism Week greetings to Dean Walter Williams by telephone on May 13, 1928. The picture was transmitted by telephoto circuit to St. Louis and brought

to Columbia by motorcycle messenger, arriving here five hours and twenty-one minutes after the photograph was taken.

Still another demonstration was given when Ralph H. Turner, from the platform of Jay H. Neff Hall auditorium, telephoned long-distance to London, England. A dozen or more persons listening through headphones heard distinctly the six-minute conversation between British and American journalists. The audience was shown and then told how emergency news could be sent by telephone between America and Great Britain in record time.

The growth of international journalism was demonstrated not only by the growing ease in transmitting news, but by the visits and addresses of men and women from all parts of the globe, representing international news services, journalistic organizations, and great publications of different countries. Speakers have come to address the Missouri School from France, Germany, Great Britain, Mexico, Canada, Argentina, Brazil, Chile, Japan, China, the Philippine Islands, and Hawaii.

New mechanical inventions perfecting methods of printing and publishing have been told of and demonstrated during Journalism Weeks. Each year there have been exhibits often including antique and modern machinery and products of new devices.

Speakers during this now famous week have come from every field of journalism. They have told of changing policies and new and standard practices in publishing, editing and reporting in varied fields, syndicating, advertising, publicity, foreign and home correspondence, political writing, in cartooning, illustrating, in editing and writing for every conceivable department in newspapers and for all kinds of publications. And the reading public, represented by lawyers, farmers, merchants, club women, bankers, doctors, and others on the program, has shown the trend of its desires concerning news and journalism.

As other schools and departments of journalism have grown into prominence faculty members from such schools have been invited to take part in Journalism Week programs. Thus visitors have heard of professional education in other colleges while they visited the Missouri School of Journalism. More and more each year alumni of the Missouri School have taken part in the Journalism Week program. As editors of their own papers or magazines or as staff workers on publications in different parts of the world or representatives of news or advertising services, they have come to give and take inspiration in this clearing house for journalistic ideas. Incidentally, by their own achievements they have proved the value of education for journalism.

Addresses by successful women journalists have given insight into the expanding opportunities for women in this profession. They have told of women's success in writing fiction, poetry, features, general and departmental news, and syndicate material; in owning and publishing and editing various types of publications; in all phases of advertising work and publicity; in managing publications and taking care of the mechanical part of publishing.

The banquets, which since 1915 have been the closing events of the Journalism Weeks, have become far-famed for their unusual favors, decorations, food, and programs. As early as 1911 the Columbia Chamber of Commerce entertained Journalism Week guests at a meal. Then and for several years it was a luncheon. Every year different journalistic organizations gave dinners for special groups of guests. In 1913 and 1914 the Chamber of Commerce gave dinners for all Journalism Week visitors. But it was in 1915, with the Made-in-Missouri Banquet, that the elaborate dinners began, sponsored by the School of Journalism. Thereafter were held in 1916, the Made-in-America Banquet; 1917, Made-in-Japan; 1918, Made-in-Wartime Banquet; 1919, Made-in-St. Louis Banquet; 1920, Made-in-the-Philippines Banquet; 1921, Nationally Advertised Banquet; 1922, the Radio Banquet;

1923, Made-in-Manchuria Banquet; 1924, Special Edition Banquet; 1925, the Book Banquet; 1926, King Features Banquet; 1927, United Press Associations Banquet; and in 1928 the Railway Banquet.

The food, souvenirs, and decorations for these banquets were furnished each year by organizations indicated in the banquet name.

Students in journalism have always actively participated in this week. As reporters, copy readers and advertising solicitors they cover the programs and help produce the daily and weekly newspapers of the School which are published as usual throughout this period. They act as "greet and guide" committees to aid individual guests in finding rooms, entertainment and transportation. They act as ushers in the auditorium and attend the meetings of the week, sometimes taking part in discussions. Both alumni and student organizations give receptions, teas, dinners and luncheons at scheduled times for special groups of guests and for all Journalism Week visitors.

Other social events which have become traditional in connection with the week are the annual breakfast given by Mr. and Mrs. Marshall Gordon at their country home near Columbia for invited journalists, and the reception given by Dr. and Mrs. W. C. Curtis of Columbia for members of the Missouri Writers' Guild and their guests.

Another feature of Journalism Week is the meeting in Columbia at this same time of many other journalism organizations including: Missouri Press Association, Missouri Writers' Guild, Association of Past Presidents of the Missouri Press Association, Missouri Associated Dailies, and others. Business meetings of these organizations are held in hours which do not conflict with the general Journalism Week program so members may speak and listen and generally take part in the sessions planned by the School of Journalism.

The programs in full for the Journalism Weeks from 1910 through 1928 are given in this chapter. In a few instances speakers scheduled found at the last minute

they could not come, but for the most part the programs were followed as given here.

First "Editors Week" in 1910

"The first Editors Week at the University of Missouri or at any American university opened this morning in Columbia. More than twenty-five editors and representatives from country and metropolitan newspapers of Missouri are already here." So read an article in the Missourian of May 9, 1910.

The Editors Week program of this year announced that evening sessions would be held in the Agricultural College Auditorium and the day sessions in Switzler Hall. One page of the program was given to description of the University of Missouri, its various divisions, buildings, lands, equipment, its source of income and its management. "The purpose of the University," read one paragraph, "is to serve Missouri. The University seeks to lead in public service through its libraries, laboratories, research investigations, and experiments, and to lead in training for citizenship and unselfish helpfulness. In other words it seeks to furnish the state with better lawyers, physicians, engineers, teachers, journalists, farmers and citizens."

On Monday, Tuesday, Wednesday, Thursday and Friday mornings lectures on news gathering and copy reading were given by members of the journalism faculty and at 11 o'clock on these mornings J. H. Craig of St. Louis delivered lectures on the writing of advertising. At 10 o'clock on Tuesday and Thursday mornings some of the visiting editors talked at University Assembly. On the other mornings at 10 o'clock lectures were given on newspaper administration by members of the faculty.

The afternoons were given to special addresses and round table discussions. Each evening there were one or two talks by distinguished journalists and usually a reception followed the program, giving opportunity for students, faculty and visiting journalists to meet informally

and socially. All of the meetings were open to the public. The afternoon and evening programs were scheduled thus:

Monday, May 9

2 P. M.—"The News as the City Editor Sees It"—Henry F. Woods, night editor of the St. Louis Republic; George B. Longan, Jr., city editor of the Kansas City Star.

"The Near City Daily," and "The Country Daily"—Informal round table discussion led by George H. Scruton, Democrat-Sentinel, Sedalia; Mitchell White, Ledger, Mexico; G. W. Ridgway, Express, Kirksville; J. R. Lowell, Democrat, Moberly; W. J. Sewall, Press, Carthage; W. L. Watkins, Constitution, Chillicothe; Dan McFarland, Republican, Maryville; N. M. Baskett, Monitor, Moberly; F. C. Naeter, Republican, Cape Girardeau; E. E. Bean, Mail, Nevada; Joe Goldman, Democrat, Jefferson City; D. L. Burnside, Republican, Poplar Bluff; H. E. Moody, Journal, Carterville; A. L. Blood, Call, Excelsior Springs; W. G. Warner, Leader, Lamar; D. A. Peters, Times, Monett; W. B. Rogers, Republican-Tribune, Trenton.

8 P. M.—Address: "Advertising," Herbert Kaufman, Chicago.

Informal Reception at Dana House.

Tuesday, May 10

2. P. M.—"The News as the City Editor Sees It"—C. C. Cline, city editor of the Kansas City Journal.

"Newspaper Criticism"—Richard Spamer, musical and dramatic critic of the St. Louis Globe-Democrat.

"The Getting of Advertising"—W. G. Bryan, business manager of the St. Louis Star.

"Advertising"—Informal round table discussion led by E. L. Purcell, Democrat-News, Fredericktown; Glover Branch, News, Lexington; Charles L. Woods, Herald-Democrat, Rolla; Dr. Charles Wood Fassett, Medical Herald, St. Joseph; C. C. Pierce, Commercial Journal, St. Joseph; L. T. Moulton, Chronicle, King City.

8 P. M.—Address: "The Art and Ethics of Reporting," Will Irwin, Collier's Weekly, New York.

Informal reception at Dana House.

Wednesday, May 11

2 P. M.—"The News as the Newspaper Woman Sees It"—Mrs. C. A. Bonfils (Winifred Black), Kansas City Post.

"The News as the City Reporter Sees It"—George W. Eads, St. Louis Post-Dispatch.

"The Newspaper's Obligation to the Farmer"—James M. Irvine, Fruit Grower, St. Joseph.

"News for the Country Newspaper"—Informal round table discussion led by Ovid Bell, Gazette, Fulton; F. A. Vise, Republican, Doniphan; H. J. Simmons, Courier, Clarence; C. J. Vaughan, Democrat, Linn; Mrs. Lily Herald Frost, Leader, Vandalia; J. T. Kenower, Bulletin, Breckenridge; H. J. Wigginton, Bulletin, Linneus; Charles C. Hilton, Journal, Appleton City; Cornelius Roach, Secretary of State, Jefferson City, formerly editor of the Carthage Democrat; P. A. Bennett, Reflex, Buffalo; Frank C. Dever, Enterprise, Rich Hill.

8 P. M.—Address: "The Editorial Page," Victor Rosewater, editor, Omaha Bee.

Thursday, May 12

2 P. M.—"The News as the City Editor Sees It"—William V. Brumby, managing editor of the St. Louis Star; C. C. Calvert, city editor of the St. Joseph News-Press.

"The Editorial Page"—Informal round table discussion led by W. O. L. Jewett, Democrat, Shelbina; William Southern, Jr., Examiner, Independence; Edmond McWilliams, Democrat, Plattsburg; John Beal, Message, Mexico; A. D. States, Republican-Sentinel, Lamar; Arthur Aull, Democrat, Lamar; W. T. Jenkins, Landmark, Platte City; T. V. Bodine, Mercury, Paris; Lee Shippey, Jeffersonian, Higginsville; Speed Mosby, Dairyman, Jefferson City; F. H. Tedford, Times-Democrat, Macon; T. B. White, Enterprise, Warsaw; John E. Swanger, State Bank Examiner, Jefferson City, formerly editor of the Milan Republican; Chris Pearson, Jr., Chips, Middletown; H. A. Gass, State Superintendent of Schools, Missouri School Journal, Jefferson City; Bart B. Howard, Globe, Joplin; Dudley A. Reid, Democrat, Bethany; P. W. Hampton, Mercury, Kingston; Paul Moore, Christian Evangelist, St. Louis; Dr. C. H. Hughes, Alienist and Neurologist, St. Louis.

8 P. M.—Address: "Essentials in Journalism," Charles D. Morris, editor of the St. Joseph Gazette.

Address: "Magazine Journalism," Joe Mitchell Chapple, National Magazine, Boston.

Friday, May 13

2 P. M.—"The News as the City Editor Sees It," Pope Y. White, city editor of the St. Louis Times.

"Circulation"—Informal round table discussion led by H. J. Blanton, Appeal, Paris; H. F. Staple, Mail, Rockport; H. S. Stugis, Times, Neosho; M. V. Thralls, Herald, Urich; W. J. Hill, Courier-Post, Hannibal; E. B. Harkrider, News, Louisiana; Frank H. Sosey, Spectator, Palmyra; Mrs. James Watson, Democrat, Dearborn; John A. Hannay, Leader, Versailles; O. B. Davis, Advance, Ava; F. D. Jones, Appeal, Bevier; W. A. Black, Independent, Kidder; Ben L. Peery, Ledger, Albany; W. C. Knapp, Journal-Democrat, Warrensburg; Roy A. McCoy, Hamiltonian, Hamilton; Dick Howard, Enterprise, Amsterdam; J. Orval Ferguson, Republican, Willow Springs; J. W. S. Dillon, Star, Grant City.

7:15 P. M.—Band Concert, University Campus.

8:15 P. M.—Informal Reception at Dana House.

Saturday, May 14

9 A. M.—"Office Equipment"—Informal round table discussion led by C. M. Harrison, North Missourian, Gallatin; John W. Jacks, Standard, Montgomery City; H. F. Childers, Free-Press, Troy; A. J. Martin, Republican, Unionville; F. L. Link, Journal, Kirksville; R. L. Carson, Courier, Cole Camp; R. R. Gilbert, Independent, Lincoln; J. L. Ritzenhaler, Press-Spectator, Salisbury; F. C. Wright, Argus, Platte City; Otto C. Botz, Journal, Sedalia.

Called "Journalism Week" in 1911

The second conference, the first to be called "Journalism Week," was held April 17 to 21, 1911. Meetings were again held in Switzler Hall, with evening sessions in the Agricultural Building, and all sessions open to the public. On Monday and Tuesday the Missouri Press Association was in charge of the program. The Missouri Associated Dailies sponsored the Wednesday morning discussion; the Association of Past Presidents of the Missouri Press Association met Wednesday; the metropolitan newspaper was discussed on Thursday; and a national conference of teachers of journalism was held on Friday. From the beginning the various journalistic associations and fraternities have been interested in meeting in Columbia during Journalism Week so their members may hear and take part in the programs.

The 1911 program in detail follows:

Monday, April 17

2 P. M.—Missouri Press Association:
Opening Address—President J. R. Lowell, Democrat, Moberly.
Address of Welcome—W. S. St. Clair, Mayor of Columbia.
"The Ben Franklin Movement—What It Means to the Country Publisher"—Jens K. Grondahl, Republican, Red Wing, Minnesota.
"Management or Shop Engineering"—B. B. Herbert, editor, National Printer-Journalist, Chicago.
"The County Weekly—Its Cost"—Informal discussion led by Ovid Bell, Gazette, Fulton; J. M. Grimes, Republican, Boonville; E. L. Purcell, Democrat-News, Fredericktown; Harry Denman, News, Farmington; W. C. Price, Post, Princeton; Bernard Finn, Record, Sarcoxie.
8 P. M.—"The Duty of the Journalist"—Oswald Garrison Villard, Editor, Evening Post, New York City.
Informal Reception by students of School of Journalism to visitors, Switzler Hall.

Tuesday, April 18

9:00 A. M.—Missouri Press Association.
"Co-Operative Publishing"—John B. Gairing, Editor, Western Publisher, Chicago.
10:00 A. M.—University Assembly.
11:00 A. M.—"The Real Art of Real Reporting"—Mrs. C. A. Bonfils (Winifred Black), Post, Kansas City.
2:00 P. M.—"Journalism as a Career for Women"—Miss V. A. L. Jones, Republic, St. Louis.
"The County Weekly—Its Cost"—Informal discussion led by C. L. Hobart, Progress, Holden; Lewis Lamkin, Journal, Lees

Summit; O. B. Davis, Advance, Ava; John M. Sosey, Spectator, Palmyra.

"The County Weekly—Its News"—Informal discussion led by Mrs. James Watson, Democrat, Dearborn; H. F. Stapel, Mail, Rockport; C. J. Blackburn, Record, Blackburn; Charles L. Woods, Herald, Rolla.

"The County Weekly—Its Editorial"—Informal discussion led by W. T. Jenkins, Landmark, Platte City; Cornelius Roach, Democrat, Carthage, Secretary of State; John E. Swanger, formerly of the Republican, Milan, State Bank Commissioner.

4:00 P. M.—Automobile tour, courtesy Columbia Commercial Club.

8:00 P. M.—"The New Journalism"—Charles H. Grasty, Sun, Baltimore, Maryland.

"The Responsibility of the Journalist"—United States Senator Lafayette Young, Capital, Des Moines, Iowa.

Informal Reception by women students of the School of Journalism, to visitors, Journalism faculty and students, Alpha Phi House, 805 Virginia Avenue.

Wednesday, April 19

9:00 A. M.—"The Sunday Newspaper"—Casper S. Yost, Editor, Sunday Globe-Democrat, St. Louis.

10:00 A. M.—The Missouri Associated Dailies.

"The Near City Daily" and "The Daily in a Small Town"—Informal discussion led by W. J. Sewall, Press, Carthage; William Southern, Jr., Jackson Examiner, Independence; Bart B. Howard, Globe, Joplin; D. L. Burnside, Republican, Poplar Bluff; N. G. Rogers, Republican-Tribune, Trenton; John G. Miller, Democrat-News, Marshall; J. W. Hyder, Call, Excelsior Springs; Ray V. Denslow, News, Trenton; J. S. Brenneman, Capital, Sedalia; W. R. Painter, Democrat, Carrollton; Hal M. Wise, Sentinel, Webb City.

2:00 P. M.—"The News as the City Editor Sees It"—H. H. Herr, City Editor, Post, Kansas City.

"The New Journalism"—E. G. Lewis, Star, St. Louis.

4:00 P. M.—Meeting of Association of Past Presidents of Missouri Press Association.

8:15 P. M.—Reception to visitors and students of School of Journalism at the home of E. W. Stephens, East Windsor Street.

Thursday, April 20

9:00 A. M.—"The News from the City Editor's Viewpoint"—George B. Longan, Jr., City Editor, Star, Kansas City.

10:00 A. M.—University Assembly.

11:00 A. M.—"Other Things Than News in the Newspaper"—Roswell M. Field, American, Chicago.

"Advertising"—Informal discussion by representatives of the St. Louis, Kansas City and St. Joseph Ad Clubs.

12:00 M.—Luncheon, Gordon Hotel, all visitors guests of Columbian Commercial Club.

2:00 P. M.—"The Organization of the Metropolitan Newspaper"—D. J. McAuliffe, Managing Editor, Republic, St. Louis.

"The Ethics of the New Advertising"—E. St. Elmo Lewis, President Association of National Advertising Managers, Detroit, Michigan.

"The Near City Daily"—P. E. Burton, News-Herald, Joplin; Mitchell White, Ledger, Mexico; F. C. Naeter, Republican, Cape Girardeau; R. M. Thomson, Banner-News, St. Charles; H. W. Ferguson, Citizen-Democrat, Poplar Bluff; John A. Knott, Journal, Hannibal, State Railroad Commissioner.

8:00 P. M.—"Present-Day Advertising"—Thomas Balmer, Advertising Director, Woman's World, Chicago.

"The One Best Feature for the Daily Newspaper—Humor"—J. B. Dignam, Hand, Knox & Co., Chicago.

Friday, April 21

9:00 A. M.—National Conference of Teachers of Journalism, Charles M. Harger, University of Kansas, presiding.

9:00 A. M.—"The Making of a County Newspaper"—Informal discussion led by H. J. Blanton, Appeal, Paris, President Northeast Missouri Press Association.

"Country Journalism as a Field for Women"—Mrs. H. J. Simmons, Courier, Clarence.

"Newspaper Policies"—W. J. Hill, Courier-Post, Hannibal; Walter Ridgway, Express, Kirksville; N. M. Baskett, Monitor, Moberly; Rufus Jackson, Intelligencer, Mexico; N. E. Williams, Torchlight, Shelbina.

12:30 P. M.—Luncheon by Kappa Tau Alpha to teachers of Journalism attending National Conference.

2:00 P. M.—Northeast Missouri Press Association.

"Special Features in the County Newspaper"—Thomas V. Bodine, Mercury, Paris.

"The Newspaper Conscience"—Charles M. Harger, Abilene, Kansas, Director of the Kansas University School of Journalism.

4:00 P. M.—Automobile tour, courtesy Columbia Commercial Club.

7:15 P. M.—Concert, University Cadet Band, Argicultural Building.

8:15 P. M.—"The Making of an Agricultural Editor"—Henry Wallace, Editor, Wallace's Farmer, Des Moines, Iowa.

"Magazine Journalism"—Shailer Matthews, Editor The World Today, Chicago.

Informal Smoker to out-of-town guests, by the Dana Press Club, Dana House, 718 Maryland Place.

"Greet and Guide" Committees—1912

Journalism Week in 1912 was held May 6 to 10 inclusive, with day sessions in Switzler Hall and evening programs and two morning assemblies in the University Auditorium in Academic Hall, now Jesse Hall. "Greet and guide" committees composed of students in the School of Journalism were detailed to welcome visitors, escort them to rooming places and meetings and generally see to their comfort while in Columbia. Various displays of advertising copy, of journalism books, and historical collections were open to visitors.

About two hundred editors attended this Journalism Week, according to a story in the Missourian. This was a thirty per cent increase over 1911. Sixty-one counties of Missouri were represented and editors also came from Texas, Kansas, Illinois, Indiana, New York, Massachusetts, Maryland and Pennslyvania. An editorial in the Kansas City Star in May 1912 said: "The annual Journalism Week has become an important journalistic event not only for the State but for the country. Nowhere else is such an effort made to bring together men in every department of newspaper work from every part of the land. Interchange of ideas from such various viewpoints cannot fail to be helpful to all those who are so fortunate as to be able to attend. In particular students in the School of Journalism are lucky to have the chance for such a broad survey of the general aspects of newspaper publications as they obtain from these annual events."

This year, time was given after each topic considered for general discussion. The program, given in full here, began on Monday evening:

Monday, May 6

8:00 P. M.—"The Profession of Journalism"—Robert W. Lyman, Editor, New York World.

Tuesday, May 7

9:00 A. M.—"The News as the City Editor Sees It"—W. M. Ledbetter, City Editor, St. Louis Globe-Democrat.

10:00 A. M.—University Assembly. "The Editorial Policy of the Metropolitan Newspaper"—George S. Johns, Editor, St. Louis Post-Dispatch.

11:00 A. M.—"The Presentation of the News"—Harold Hall, Editor, St. Joseph Gazette.

2:00 P. M.—"The Public as the Problem of the Newspaper"—Louis T. Golding, publisher St. Joseph News-Press.

"Journalism, East and West"—M. J. Lowenstein, manager St. Louis Star.

7:30 P. M.—University Band Concert.

8:00 P. M.—"Agricultural Journalism as a Field of Opportunity"—DeWitt C. Wing, The Breeder's Gazette, Chicago.

9:00 P. M.—Informal Reception to Visitors by Students of School of Journalism, Switzler Hall.

Wednesday, May 8

9:00 A. M.—"Newspaper Ideals"—B. B. Herbert, Editor, National Printer-Journalist, Chicago.

"Country Journalism as a Field for Women"—Mrs. S. E. Lee, Savannah Reporter; Mrs. James Watson, Dearborn Democrat.

"The Work of the Political Reporter"—Thomas H. Rogers, St. Louis Times.

"Industrial Journalism"—Charles Dillon, Professor of Journalism, Kansas State Agricultural College, Manhattan, Kansas.

"Co-Operative Publishing"—John B. Gairing, Editor, Western Publisher, Chicago.

1:00 P. M.—Luncheon by women students of School of Journalism Complimentary to Women Editors on program, Virginia Grill.

2:00 P. M.—"Newspaper Illustration"—A. B. Chapin, Kansas City Star.

"Professional Standards"—Will H. Mayes, Editor, Brownwood, Texas, Bulletin; Past President National Editorial Association.

"The Near City Daily"—A. D. Moffett, Elwood, Indiana, Record; Vice-President National Press Association.

5:00 P. M.—Meeting of Past Presidents of Missouri Press Association.

7:30 P. M.—University Band Concert.

8:00 P. M.—"The Editorial Page—What and Why"—H. J. Haskell, Kansas City Star.

"The Profession of Advertising"—George W. Coleman, Boston, President, Associated Advertising Clubs of America.

9:30 P. M.—Banquet by the Ad Club of the University for George W. Coleman, President, Associated Advertising Clubs of America.

Thursday, May 9

9:00 A. M.—"The Advertising Field"—I. H. Sawyer, President St. Louis Ad Men's League.

10:00 A. M.—University Assembly. "The Significance of the Ad Club Movement"—George W. Coleman, Boston, President, Associated Advertising Clubs of America.

11:00 A. M.—"Department Store Advertising"—Willis M. Hawkins, President, Kansas City Ad Club.

12 M.—Luncheon, Virginia Grill. All Visitors invited as guests of the Columbia Commercial Club.

2:00 P. M.—Meeting of the Missouri Press Association.

Address: President E. L. Purcell, Fredericktown Democrat-News.

"Business Methods in the County Newspaper Office"—E. P. Caruthers, Kennett Democrat.

"The Equipment of the County Newspaper Office"—H. J. Blanton, Paris Appeal; J. V. Bumbarger, Memphis Democrat.

"Plates and Patents"—E. C. Jette, Kansas City.

3 to 5 P. M.—Informal tea for all women visitors by women students of School of Journalism, Read Hall.

4:30 P. M.—Automobile Tour for Visitors as Guests of Columbia Commercial Club.

7:30 P. M.—University Orchestra Concert.

8:00 P. M.—"Advertising as a Public Service"—Glen Buck, Glen Buck Company, Chicago.

"The Profession of Journalism"—Talcott Williams, Director of the Pulitzer School of Journalism, Columbia University, New York City.

9:30 P. M.—Kappa Tau Alpha Banquet for Talcott Williams,

Director of the Pulitzer School of Journalism, Columbia University, New York City.

Friday, May 10

9:00 A. M.—"The Cost System in the County Newspaper Office"—R. T. Deacon, St. Louis, Treasurer, Ben Franklin Club of America.

"The News in the County Newspaper"—H. S. Sturgis, Neosho Times; Ovid Bell, Fulton Gazette.

"The Editorial Page in the County Newspaper"—Charles W. Green, Brookfield Argus; Edmond McWilliams, Plattsburg Democrat; William Southern, Jr., Independence Examiner.

2:00 P. M.—"Special Features in the County Newspaper"—Jewell Mayes, Richmond Missourian; Lee Shippey, Higginsville Jeffersonian; W. H. Alexander, Paris Mercury.

"The County Newspaper's Return Upon the Investment"—C. C. Hilton, Appleton City Journal; R. R. Gilbert, Warsaw Times; J. E. MacKesson, Lebanon Republican.

4:30 P. M.—Regimental Parade by Cadets, University Campus.

7:00 P. M.—University Band Concert, University Campus.

8:00 P. M.—"Humor in the Newspaper"—Strickland W. Gillilan, Baltimore, Maryland.

"Journalism for Public Service"—Clarence Ousley, Editor, Fort Worth, Texas, Record.

9:30 P. M.—Informal Reception to Visitors, Dana Press Club, Dana House.

Chamber of Commerce Dinner—1913

In 1913 the newspaper week came May 12 to 16. It was now known all over the country as an important journalistic feature, a week set aside for the discussion of newspaper problems by leaders in the profession from all parts of the land. Visitors were made to feel they were welcome to visit and inspect all departments of the University and to take part in discussions following the various Journalism Week talks. The State Historical Society library displayed collections of special interest to newspaper folk. There were many exhibits including newspapers and advertising matter, and a demonstration of intertype and linotype machines.

Past Presidents of the Missouri Press Association this year began the custom of holding an annual dinner during Journalism Week. Also in this week presidents of the divisional press associations of Missouri were on the program.

The Chamber of Commerce dinner was given at 6 o'clock Thursday evening at the Virginia Grill. J. P. Hetzler, vice-president of the organization, presided and

Dean Williams acted as toastmaster. The chief speakers were Elliott W. Major, governor of Missouri; Barratt O'Hara, lieutenant-governor of Illinois; and S. E. Kiser, poet-humorist of the Chicago Record-Herald.

The week's program in detail is here given:

Monday, May 12

8:00 P. M.—"The Profession of Journalism"—Erwin Craighead, Editor, Mobile (Ala.) Register.

4:30 P. M.—Past Presidents Missouri Press Association assemble in Dean Williams' office, Room 10, Switzler Hall, for session, and to be guests of Past President and Mrs. J. A. Hudson at dinner.

Tuesday, May 13

9:00 A. M.—"Newspaper Illustration—The Cartoon"—Robert Minor, Jr., St. Louis Post-Dispatch.

10:00 A. M.—University Assembly. "The Journalism of Public Service"—James Keeley, Editor, Chicago Tribune.

11:00 A. M.—"The News as the City Editor Sees It"—E. N. Smith, City Editor, Kansas City Post.

2:00 P. M.—Missouri Women's Press Club, Alice Mary Kimball, Springfield Republican, President.

"Women Readers and Women Writers"—B. H. Reese, Managing Editor, St. Louis Star.

"City Journalism for Women"—Clara Chapline Thomas, Minneapolis Tribune.

"The Field of the Special Writer"—Mrs. Emily Newell Blair, Carthage.

"Special Writing"—Mrs. Sarah Tyson Rorer, Philadelphia.

4:30 P. M.—Automobile tour of Columbia, starting at University Y. M. C. A.; for out-of-town visitors.

6:00 P. M.—Dinner by women students in journalism, Complimentary to women on program, Virginia Grill.

8:30 P. M.—"The New Editorial"—Dante Barton, Kansas City Star.

"The Newspaper in its Relation to the Public"—Charles H. Grasty, Editor, Baltimore Sun.

After evening program—Smoker by Dana Press Club for out-of-town guests, Dana House, 718 Maryland Place.

Wednesday, May 14

9:00 A. M.—Southeast Missouri Press Association, D. B. Hill, Marble Hill Press, President.

"The Newspaper's Special Advertising Representative"—M. D. Hunton, New York City.

"Newspaper Publishing"—E. P. Adler, President, Lee Syndicate, Davenport, Iowa.

"The New Advertising"—Henry Schott, Kansas City.

Conference of Daily Newspaper Publishers—Discussion led by George H. Scruton, Sedalia Democrat; E. E. Swain, Kirksville Express; D. L. Burnside, Poplar Bluff Republican; J. R. Lowell, Moberly Democrat; R. M. Thomson, St. Charles Banner-News; J. S. Brenneman, Sedalia Gazette.

2:00 P. M.—Northeast Missouri Press Association, L. P.

Roberts, Memphis Democrat, President.

"The Problem of Rental Advertising"—Julius Schneider, advertising counsel, Chicago Tribune.

"Free Advertising in the Newspaper"—Walter Eason, Queen City Leader; John Beal, Mexico Message; E. H. Winter, Warrenton Banner.

"Twenty-five Years as Country Editor"—O. D. Gray, Sturgeon Leader; John W. Jacks, Montgomery Standard; R. M. White, Mexico Ledger; H. J. Simmons, Clarence Courier.

"Making a Newspaper Pay in a Town of Less than 500 Population"—R. B. Caldwell, Monticello Journal; F. R. Moore, Brashear News.

"The Editor in Politics"—H. J. Blanton, Paris Appeal, Winifred Melvin, Lancaster Excelsior; John A. Knott, Hannibal Journal.

"The Linotype in a Country Office"—C. W. Mulinex, LaBelle Star.

4:00 P. M.—Baseball, Missouri vs. Oklahoma, Rollins Athletic Field.

4 to 6 P. M.—Tea by women students in journalism for all women visitors, Delta Gamma House, 802 Virginia Avenue.

6:00 P. M.—Kappa Tau Alpha Banquet, Virginia Grill.

8:00 P. M.—"The Policing of Advertising"—J. C. Woodley, East St. Louis.

"The Newspaper and the Law"—John T. Barker, attorney-general of Missouri.

Thursday, May 15

9:00 A. M.—"The Work of the Reporter of Politics"—J. J. McAuliffe, St. Louis Post-Dispatch.

10:00 A. M.—University Assembly. "The Newspaper and the State"—Elliott W. Major, governor of Missouri.

"Humor in the Newspaper"—S. E. Kiser, Chicago Record-Herald.

11:00 A. M.—"How the Reporter May Help"—Barratt O'Hara, lieutenant-governor of Illinois, introduced by William R. Painter, lieutenant-governor of Missouri.

2:00 P. M.—Northwest Missouri Press Association, James Todd, Maryville Democrat-Forum, President.

"Making a Newspaper a Business Proposition"—J. F. Hull, Maryville Tribune; C. L. Ficklin, DeKalb County Herald, Maysville; W. C. Price, Princeton Post; J. W. S. Dillon, Grant City Star; Howard Mills, Mound City News; John Frazier, Tarkio Avalanche.

4:00 P. M.—Baseball, Missouri vs. Oklahoma, Rollins Athletic Field.

6:00 P. M.—Commercial Club dinner, Virginia Grill. All visitors are invited to attend as guests of the Club. Tickets may be had in the Dean's office, Switzler Hall.

Friday, May 16

9:00 A. M.—Missouri Press Association, Ovid Bell, Fulton Gazette, President.

"The Art and Cost of Printing"—Herbert L. Baker, New York City.

"The Newspaper and the Farmer"—C. A. Shamel, Editor, Orange Judd Farmer.

Discussion led by Jewell Mayes, Richmond Missourian.

"How the County Newspaper May Help Itself"—Wright A.

Patterson, Editor-in-Chief, Western Newspaper Union, Chicago.
2:00 P. M.—"A Cost System for a County Newspaper"—Earle W. Hodges, Secretary of State of Arkansas, introduced by Cornelius Roach, Secretary of State of Missouri.
"The County Newspaper Field-News"—H. F. Childers, Columbia Herald.
"The County Newspaper Field—Advertising"—B. Ray Franklin, Russellville Rustler.
"The County Newspaper Field—Circulation"—Walter Ridgway, Fayette Advertiser; Ben L. Peery, Albany Ledger.
"The County Newspaper Field—The Editorial"—W. T. Jenkins, Platte City Landmark; Thomas V. Bodine, Paris Mercury.
"The Libel Law in Missouri"—Doc Brydon, Essex Leader.
4:30 P. M.—Regimental Parade, University Cadets, University Campus.
8:00 P. M.—"Keeping the Faith in Journalism"—James Schermerhorn, Editor, Detroit Times.

Long-Distance Telephone Address—1914

One of the most distinctive features of the 1914 Journalism Week, May 18 to 22, was the address given over long-distance telephone by Col. W. R. Nelson of the Kansas City Star. It could be heard well and created quite a sensation in Columbia. This year the Missouri Press Association, the Missouri Collegiate Press Association, Association of Past Presidents of Missouri Press Association, Missouri Women's Press Association, and the Missouri Associated Afternoon Dailies held meetings in connection with Journalism Week. Two hundred and twenty-three guests registered. Most of them were Missourians, although the national scope of the work was shown by representative journalists from New York, California, Texas and Alaska.

The general program follows:

Monday, May 18

4:00 P. M.—Meeting of Past Presidents of Missouri Press Association in Dean's office in Switzler Hall.
8:00 P. M.—"How the Press Views the Feminist Movement"—Mrs. Elizabeth Meriwether Gilmer (Dorothy Dix), special writer for the New York Evening Journal.
"Journalism and the State"—Earle W. Hodges, Secretary of State of Arkansas.

Tuesday, May 19

9:00 A. M.—"Missouri Women in Literature and Art"—Mrs. Amy R. Haight, Brandsville.
10:00 A. M.—University Assembly. "The Editorial Page,"—

H. W. Brundige, Tribune and Express, Los Angeles.

11:00 A. M.—"Country Newspaper Work as a Field for Women"—Informal discussion led by Mrs. W. E. Ewing, Missouri Ledger, Odessa.

2:00 P. M.—"Journalism in the Ozarks"—Mrs. Anna M. Doling, Springfield.

"Small-City News Possibilities"—Informal discussion led by Lee Shippey, Jeffersonian, Higginsville; R. W. Jones, Tribune, Columbia; Irving Gilmer, Tribune, Liberty.

"Not News"—J. W. Morrison, Literary Department, Kansas City Star.

"How a Newspaper Succeeds"—J. P. Baumgartner, Santa Ana, (Cal.) Register.

"What Magazine Readers Want"—Joe Mitchell Chapple, The National Magazine, Boston.

"Editorial Policy"—Informal discussion led by W. J. Sewall, Press, Carthage; Omar D. Gray, Leader, Sturgeon; J. D. Payne, Advertiser, Aurora.

4:00 P. M.—Reception for Women Journalists.

5:00 P. M.—Dinner for Women Journalists.

7:00 P. M.—Band Concert on Campus.

8:00 P. M.—Address over Long Distance Telephone by Col. W. R. Nelson of the Kansas City Star.

"A Woman Journalist in the Far North"—Mrs. Mary E. Hart, President, Pacific Coast Women's Press Association.

(Executive Session of Missouri Women's Press Association at 2:45 o'clock, Room 102, Switzler Hall.)

Wednesday, May 20

9:00 A. M.—"Human Interest"—Informal discussion led by William H. Hamby, Chillicothe; C. P. Dorsey, Bee, Braymer; Don C. McVay, Republican-Tribune, Trenton; T. V. Bodine, Mercury, Paris.

10:00 A. M.—Meeting of Missouri Associated Afternoon Dailies at Switzler Hall, Room 106.

10:00 A. M.—"Traveling with a Big-League Team"—J. V. Linck, St. Louis Republic.

11:00 A. M.—"The Problem of Crime News"—Informal discussion led by D. L. Burnside, Republican, Poplar Bluff; William Southern, Jr., Jackson Examiner, Independence; L. M. White, Ledger, Mexico.

"Getting the News of Two Counties"—C. N. Marvin, Sentinel-Post, Shenandoah, Iowa.

"The Editor and His Community"—Frank LeRoy Blanchard, The Editor and Publisher and Journalist, New York City.

2:00 P. M.—"The City News as a Woman Sees It"—Miss Katherine Richardson, special writer, St. Louis Star.

(Meeting of Missouri Collegiate Press Association at 2 o'clock in Room 105, Switzler Hall)

"An Editor's Responsibilities"—William Emmet Moore, Managing Editor, Chicago Inter-Ocean.

"Getting Out-of-Town Circulation"—W. J. Hill, Publisher, Hannibal Courier-Post.

"Experiences in Illustration"—Monte Crews, New York City.

"Journalistic Education"—Col. B. B. Herbert, Editor, National Printer-Journalist, Chicago.

"The Night Editor"—Roy M. Edmonds, night editor, St. Louis Republic.

5:00 P. M.—Regimental Parade on the Campus.
8:00 P. M.—"The Power of the Cartoon"—Herbert Johnson, The Saturday Evening Post.
"The Biggest Business"—Thomas Dreier, Editor, Associated Advertising, Cambridge, Mass.

Thursday, May 21

9:00 A. M.—"Cost System in a Combination Newspaper and Job Office"—H. S. Neal, Efficiency Engineer, Chicago.
10:00 A. M.—University Assembly. "The Newspaper and the Law"—Charles Nagel, former Secretary of Commerce and Labor, St. Louis.
11:00 A. M.—"Costs and Bookkeeping Systems"—Informal discussion led by Cornelius Roach, Secretary of State, Carthage Democrat; C. L. Hobart, Holden Progress; J. E. Watkins, Chillicothe Constitution.
"Schools of Journalism"—Will H. Mayes, Director, School of Journalism, University of Texas.
2:00 P. M.—Missouri Press Association. Address: Fred Naeter, President.
Business Meeting.
4:30 P. M.—Automobile Tour of Columbia.
6:00 P. M.—Buffet Supper, courtesy Columbia Commercial Club, at Virginia Tea Room. All visitors are invited as guests of the Club. Tickets may be had in the Dean's Office, Switzler Hall.

Friday, May 22

9:00 A. M.—"Circulation Problems"—Informal discussion led by W. M. Hailey, Record, Barry, Illinois; D. A. Peters, Times, Monett; H. J. Blanton, Appeal, Paris.
"The News of a Big City"—H. R. Palmer, assistant city editor, Kansas City Star.
"At the End of the Telegraph Wire"—John P. Cargill, telegraph editor, St. Joseph News-Press.
"Gathering News with the Camera, (Illustrated)"—Ralph B. Baird, staff photographer, Kansas City Post.
"Successful Newspaper Advertising"—George E. Marcellus, The American Press.
2:00 P. M.—"How to Interest the Farmers"—T. W. LeQuatte, advertising manager, Successful Farming, Des Moines, Iowa; informal discussion of the subject by Jewell Mayes, Secretary of State Board of Agriculture of Missouri; John F. Case, Editor, Missouri Ruralist, St. Louis; H. F. Stapel, Mail, Rockport.
"Newspaper Sensationalism and Its Effect on Advertising"—G. Prather Knapp, St. Louis Ad Men's League.
"The Newspaper's Influence in Civic Affairs"—Sydney J. Roy, Hannibal.
7:00 P. M.—Band Concert on the Campus.
8:00 P. M.—"The Making of a Newspaper"—H. N. Rickey, editorial director, Scripps-McRae League of Newspapers, Cleveland, Ohio.
"In Conclusion"—Lee Shippey, Jeffersonian, Higginsville.

Made-in-Missouri Program—1915

The program of the sixth annual Journalism Week, May 3 to 7, was to a large degree "made in Missouri," a

greater portion of the speakers than usual being present or former Missourians. Other states, however, furnished several notable speakers. New features of the gathering were a motion picture show on Thursday evening depicting scenes in the office of the New York Herald and a film prepared for the Associated Advertising Clubs of the World; and a Made-in-Missouri banquet, the closing event, at which everything served was a Missouri product. This was the first of the great banquets which have now become famous all over the country for their unusual decorations, favors and food. Tickets to this first banquet, which was held in Rothwell Gymnasium, were issued free to out-of-town visitors. Dean Williams presided and Champ Clark, speaker of the National House of Representatives, and William R. Painter, acting governor of Missouri, were the chief speakers. From all parts of Missouri samples and souvenirs representing the industries of the state were sent to be distributed at the banquet. There was not only food of great variety and delicacy, there were bon-bons, silk flags, flowers, writing tablets, rulers, paper weights, tobacco and pipes, sheet music, maps, dipper gourds, and all sorts of samples of canned goods. The menu included:

Creamed Sweetbreads Fried Chicken Old Log Cabin Ham
Pickles Radishes Mustard
Potato Chips Asparagus Candied Sweet Potatoes
Beaten Biscuit Hot Rolls Cornpone Pecan Bread
Butter Jelly
"Delicious" salad Uneeda Biscuit
Strawberry Shortcake Vanilla Ice Cream
Clover Leaf Wafers Vancho Sandwiches
Salted Pecans Cheese Mints
Coffee Cigars
Soterian Water Certified Milk
Cider Gingersnaps
Grape Juice

The week's program follows:

Monday, May 3

8:00 P. M.—University Auditorium—"The Newspaper, Its Revenue and Its Policies"—George B. Dealey, Vice-President and general manager of the Dallas News, Dallas Journal, and Galveston News.

Tuesday, May 4

9:00 A. M., Switzler Hall—"The New Journalism"—C. A. Vane, Editor, Arkansas Democrat, Little Rock.

"The Reporter in the City"—W. E. Williams, special writer, Kansas City.

"Fifty Years of Church Journalism"—The Rev. Father Daniel S. Phelan, Editor, Western Watchman, St. Louis.

"Dramatic Criticism"—Karl Walter, dramatic critic, Kansas City Star.

Picture-Talk, A. B. Chapin, cartoonist, St. Louis Republic.

1:30 P. M., Switzler Hall—Meeting to organize a Missouri Writers' Guild, W. H. Hamby, Chillicothe, Mo., presiding.

"The Rewards of the Writer"—J. Breckenridge Ellis, novelist, Plattsburg, Mo.

"Women as Writers"—Miss Elizabeth Waddell, magazine writer, Ash Grove, Mo.

"Newspaper Poetry"—Robertus Love, poet-humorist, St. Louis Republic.

"The New Background of American Literature"—Mrs. W. H. Hamby, Chillicothe, Mo.

"The Right to Write"—Mrs. Emily Newell Blair, Carthage, Mo., editor the Missouri Woman.

5:00 P. M., Harris' Gray Room—Subscription dinner for the Missouri Writers' Guild.

6:45 P. M., University Quadrangle—Concert by the University Cadet Band.

7:30 P. M., University Auditorium—"Delusions Affecting the Press and Public"—John A. Sleicher, Editor, Leslie's Weekly.

"The Journalism that Serves"—Chase S. Osborn, Sault Ste. Marie, Mich., former governor of Michigan.

Smoker for Visitors at Dana Press Club.

Wednesday, May 5

9:00 A. M., Switzler Hall—"Cost of Advertising in Country Daily and Weekly Newspapers"—E. K. Whiting, manager the Owatonna (Minn.) Journal-Chronicle.

"Efficiency in Newspaper Production"—C. L. Hobart, Editor, Holden Progress.

"The Place and Purpose of the Religious Newspaper"—Dr. C. C. Woods, Editor, Christian Advocate, St. Louis.

"What the City Paper Expects of Its Editorial Writers"—Fred R. Barkhurst, Managing Editor, St. Joseph Gazette.

"The News by Telegraph"—J. W. Pegler, manager St. Louis Bureau, United Press Associations.

1:30 P. M., Switzler Hall—"Service to the Advertiser"—A. I. Boreman, manager of the service department of the Merchants Trade Journal, Des Moines, Iowa.

"The Making of a Trade Paper"—John Clyde Oswald, Editor, American Printer, New York.

Meeting of the Missouri Women's Press Association, Mrs. Alice Mary Kimball Godfrey, Kansas City, president, presiding.

"The New Journalism in its Relation to Women"—Miss Jane Frances Winn (Frank Fair), Editor, Women's Department, St. Louis Globe-Democrat.

"City Journalism as a Field for Women"—Miss Edna McGrath (Betty Boyd), special writer, St. Louis Republic.

"The Near City Daily as a Field for Women"—Miss Cleora Williams, Editor, West Plains (Mo.), Quill.

"Country Journalism as a Field for Women"—Miss Junia E. Heath, Editor, Walnut Grove Tribune.

"Magazine Work in Missouri"—Mrs. Anna G. Marten, associate editor of Ozark Magazine, Springfield, Mo.

4:30 P. M., University Quadrangle—Regimental parade of University Cadets.

5:00 P. M., Switzler Hall—Meeting of the Association of Past Presidents of the Missouri Press Association.

Conference of Trade Press Associations, with Flint Garrison, president of the St. Louis Southwestern Trade Press Association and editor of the Drygoodsman, St. Louis, presiding.

7:30 P. M., University Auditorium—"The Value of Economic Pressure as a Means Toward Protecting Peace"—Herbert S. Houston, New York, Vice-President of Doubleday, Page & Co., and chairman of the educational committee of the Associated Advertising Clubs of the World.

"The Country Newspaper"—Tom Stout, member of Congress from Montana and editor of the Lewistown (Mont.) Democrat.

"The Work of the Cartoonist"—Fred G. Cooper, cartoonist of Collier's Weekly, New York.

Entertainment, Missouri Women's Press Association.

Thursday, May 6

8:00 A. M., Switzler Hall—Meeting of the Publishers of the Missouri Associated Afternoon Newspapers, L. M. White, junior editor of Mexico Ledger, presiding.

"Accounting Methods in Newspaper and Printing Offices"—E. K. Whiting, manager, Owatonna (Minn.) Journal-Chronicle.

"Advertising in the Near City Daily"—J. F. Hull, Editor, Maryville Tribune.

"Problems of the Near City Daily"—C. M. Harrison, Editor, Sedalia Capitol; R. M. Thomson, Editor, St. Charles (Mo.) Banner-News.

"The New Advertising"—Carl Hunt, Editor, Associated Advertising, Indianapolis.

"The Duty of the Journalist to the Advertiser"—John C. Reid, Vice-President, National Oats Co., St. Louis.

1:30 P. M., Switzler Hall—Meeting to Organize the Associated Advertising Clubs of Missouri.

"Co-Operative Advertising as Handled by the Small-Town Club"—A. C. McGinty, president of the Neosho Advertising Club.

"Salesmanship and Advertising"—A. R. Furnish, of the Advertising Club of St. Louis.

"The New Era in Advertising"—Herbert S. Houston, New York, Vice-President of Doubleday, Page & Co.

Informal Discussion, led by Walter S. Donaldson, National Printing and Engraving Co., St. Louis, president of the Advertising Club of St. Louis; Coleman R. Gray, advertising manager of the Scruggs-Vandervoort-Barney Dry Goods Co., St. Louis; D. E. Levy, advertising manager of the Grand Leader, St. Louis; A. C. Boughton, St. Louis manager of the Manufacturers' Record; and Roy B. Simpson, of the Fisher-Steinbruegge Advertising Co., St. Louis.

4:15 P. M., Rollins Field—Baseball, University of Missouri vs. Central College of Fayette, Mo.

6:45 P. M., University Quadrangle—Concert by the University Cadet Band.

7:30 P. M., University Auditorium—Address: "Benjamin Franklin," illustrated with lantern slides—John Clyde Oswald, Editor, American Printer, New York.

Moving Pictures: (1) "The Making of a Metropolitan Journal," scenes in the offices of the New York Herald; "Mr. No-Ad's Adless Day"—prepared for the Associated Advertising Clubs of the World.

Lawn Fete, by students of the School of Journalism, on the campus north of Switzler Hall, for all visitors.

Friday, May 7

9:00 A. M., Switzler Hall—"What the Cost System Has Done for One Printer and His Town"—E. K. Whiting, manager the Owatonna (Minn.) Journal-Chronicle.

"Making the Newspaper Pay in Money"—B. Ray Franklin, Editor, Russellville Rustler.

"Advertising in the County Newspaper"—Nate McCutchan, Editor, Windsor Review.

"Editorials and Editorial Features"—J. B. Jeffries, managing editor the Hannibal Courier-Post.

11:00 A. M., University Assembly, University Auditorium—"Journalism as an Opportunity"—Champ Clark, speaker of the National House of Representatives.

1:30 P. M., Law Building—"The Newspaper and the Law"—Judge Henry Lamm, Sedalia, Mo., former chief justice of the Missouri Supreme Court.

2:30 P. M., Switzler Hall—Meeting of the Missouri Press Association, with H. S. Sturgis, Editor, Neosho Times, president, presiding.

"The Editorial in the Rural Newspaper"—Bernard Finn, Editor, Sarcoxie Record.

"The News in the Near City Daily"—Rob Roy Godsey, Editor, Webb City Register.

"The News in the County Paper"—W. F. Mayhall, Editor, Bowling Green Times; J. N. Stonebraker, Editor, Carrollton Republican-Record.

4:30 P. M., University Quadrangle—Regimental parade of the University Cadets.

5:00 P. M.—Automobile Tour of Columbia.

6:30 P. M., Rothwell Gymnasium—Made-in-Missouri banquet for Journalism Week visitors, given by the Columbia Commercial Club and the School of Journalism, with a program including: Champ Clark, speaker of the National House of Representatives, on "The State of Missouri."

Ten Journalism Bodies Meet—1916

"Ten associations hold meetings during Journalism Week," announced the program for May 1-5, 1916, "the Missouri Writers' Guild, the Missouri Women's Press Association, the Association of Missouri Foreign Language Newspapers, the Missouri League of Advertis-

ing Clubs, the Missouri Association of Advertising Dailies, the Association of Past Presidents of the Missouri Press Association, the Association of Commercial Organization Secretaries, the Missouri Retail Clothiers' Association, the Missouri Press Association and Sigma Delta Chi, a natonal journalistic honor society."

The new features this year were the merchants' program on Wednesday, the Farmers' Fair on Friday afternoon, and the Made-in-America banquet on Friday evening. Heretofore the Journalism Week program had begun on Monday evening. This year the Missouri Writers' Guild began holding its annual meeting on Monday of Journalism Week and opened its sessions at noon. This year also saw the beginning of the Guild's annual subscription dinner on Monday evening.

Dr. W. P. Cutler of Chicago, secretary of the Manufacturers' Association of Products from Corn; James Schermerhorn, editor of the Detroit (Mich.) Times and William Jennings Bryan, former Secretary of State, editor of the Commoner, Lincoln, Neb., were the speakers at the Made-in-America banquet at Rothwell Gymnasium. "America's greatest products are Americans and corn," according to the banquet program. "Tonight these products are getting together, for most of the menu of this banquet is of corn or made from corn. Even the paper on which these words are printed once trembled in the breeze that cooled a cornfield and was laid low with other stalks after the ears were picked. It comes—100 per cent corn fiber—to the banqueters here through the courtesy of the Bureau of Plant Industry of the Department of Agriculture at Washington. Experiments are being conducted to determine its commercial value."

The menu included:

Radishes Pickles
Corn and pimento in casserole
Fried Chicken Baked Ham
Corn Pudding Sweet potatoes in corn syrup
Cornbread Hot Rolls Butter
Tomato salad, with corn oil dressing
Corn syrup pie Ice Cream
Corn syrup candy
Coffee

The general Journalism Week program follows:

Monday, May 1

2:00 P. M.—Switzler Hall—Meeting of the Missouri Writers' Guild, with William H. Hamby, of Chillicothe, president, presiding.

Report of secretary-treasurer, Floyd C. Shoemaker, of Columbia.

"Experiences in Writing Motion Pictures"—Miss Birdie Lucille Rivers, of Charleston.

"Why, When and How to Write a Novel,"—John Breckenridge Ellis, of Plattsburg.

"Writing a Story from a Child's Viewpoint"—Miss Catha Wells of Chillicothe.

"The Problems and Struggles of a Beginner"—Mrs. Mary Woodson Shippey of Higginsville.

"Writing as You Talk"—Arthur F. Killick (Fatty Lewis) of Kansas City.

"The Passing of the Short-Story"—R. L. Ramsay, associate professor of English, University of Missouri.

Business Session.

6:00 P. M., Virginia Tea Room—Subscription Dinner of the Missouri Writers' Guild.

8:00 P. M.—University Auditorium—Address: Isidor Loeb, dean of the University Faculty, on "Some Recent Tendencies in Democracy."

Tuesday, May 2

9:00 A. M., Switzler Hall—"The Nature of the Cartoon"—William Hanny, cartoonist of the St. Joseph News-Press. Discussion by A. B. Chapin, cartoonist of the St. Louis Republic.

"The Sport Page"—C. E. McBride, Sporting Editor, Kansas City Star.

"The Making of a Metropolitan Journal"—E. B. Lilley, general manager of the St. Louis Republic.

"The Foreign Language Newspaper"—Jack Danciger, Editor, El Cosmopolita, Kansas City.

"The Newspaper and Spelling Reform"—A. Gideon, newspaper representative, Simplified Spelling Board, New York City.

1:30 P. M., Switzler Hall—"City Journalism as a Field for Women"—Mrs. Emily Grant Hutchings, special writer, St. Louis Globe-Democrat.

"Women in Journalism"—Mrs. A. V. Cashion, associate editor of the Perryville Republican; Mrs. W. A. Black, associate editor of the Mansfield Mirror.

"Country Journalism as a Field for Women"—Miss Anna E. Nolen, Editor, Monroe City News.

Meeting to organize Association of Foreign Language Newspapers in Missouri, with Jack Danciger, editor of El Cosmopolita, Kansas City, presiding.

Meeting of Missouri Women's Press Association, with Mrs. Alice Mary Kimball Godfrey, Kansas City, the president, presiding.

4:00 P. M.—Rollins Field—Baseball, University of Missouri vs. University of Hawaii.

4 to 6 P. M., 713 Missouri Avenue—Tea given by women stu-

dents in Journalism for visiting newspaper women.

7:30 P. M.—University Auditorium—"The Newspaper and the Law"—Frederick W. Lehmann, St. Louis.

"The Country and the City Newspaper"—Arthur Brisbane, Editor, New York Evening Journal.

Wednesday, May 3

8:00 A. M.—Switzler Hall—Business Session of Association of Missouri Afternoon Dailies, with L. M. White, junior editor of the Mexico (Mo.) Ledger, the president, presiding.

9:00 A. M., Switzler Hall—A. W. Douglas, Vice-President of the Simmons Hardware Co., St. Louis, on "The Nature and Function of Advertising."

"Country Newspapers and National Advertising"—Courtland Smith, president and general manager of the American Press Association, New York City.

"Railroad Publicity"—Lucien Harris, editor of the Frisco Magazine, St. Louis.

"Community Advertising"—Charles F. Hatfield, secretary and general manager of the St. Louis Convention and Publicity Bureau.

"The Press and Publicity for Public Service"—Ivy L. Lee, Trustee of the Rockefeller Foundation, New York City.

1:30 P. M., Switzler Hall—"Advertising of Advertising"—W. C. D'Arcy, President, D'Arcy Advertising Co., St. Louis.

"Retail Store Advertising from the Standpoint of the Country Merchant"—Roy B. Simpson, of the Fisher-Steinbruegge Advertising Co., St. Louis.

"Making Retail Business Pay"—A. I. Boreman, manager of the advertising and service departments of the Merchants Trade Journal, Des Moines, Ia.

"Advertising an Unadvertiseable Product"—J. R. Moorehead, secretary of the Southwestern Lumbermen's Association, Kansas City.

"Direct Advertising for Merchants"—George F. McKenney, general manager of the Rahe's Automobile Training School, Kansas City.

"Honest Advertising"—L. E. Holland, superintendent of the Teachenor-Bartberger Engraving Co., Kansas City.

"Display Advertising"—John A. Prescott, southwestern manager of the Alexander Hamilton Institute, Kansas City.

"Community Advertising"—A. W. McKeand, president of the McKeand Service Company, Indianapolis.

4:30 P. M., West Campus—Dress Parade by the University Cadets.

5:00 P. M., Switzler Hall—Business session of the league of Missouri Advertising Clubs, with A. C. McGinty, of Neosho, the president, presiding.

Meeting of Association of Past Presidents of Missouri Press Association.

7:30 P. M., University Auditorium—"Advertising as a Force in the Business World"—S. C. Dobbs, Vice-President, Coca Cola Co., Atlanta, Ga., former president of the Associated Advertising Clubs of the World.

"Journalism in the Present Day"—Henry C. Campbell, editor of the Milwaukee Journal.

Thursday, May 4

9:00 A. M., Switzler Hall—Meeting of the Missouri Press Association, with J. K. Pool, Editor, Centralia Courier, the president, presiding.

"Presses and Press Troubles"—P. J. Seley, pressman for the E. W. Stephens Publishing Co., Columbia, Mo.

"The Making of a Rural Newspaper"—E. E. Taylor, Editor, Traer (Ia.) Star-Clipper.

"Editorial Writing"—J. F. Hull, Editor, Maryville Tribune.

1:30 P. M., Switzler Hall—"The Art of Interviewing"—Carlos F. Hurd, of the editorial staff of the St. Louis Post-Dispatch.

"Special Features for Journalism"—Dietrick Lamade, president and general manager of "Grit," Williamsport, Pa.

"The Handling of News on Big Papers and Small"—Roger Steffan, editor of the Durham (N. C.) Sun.

"The Shop Window"—Lee A. White, associate professor of Journalism, University of Washington.

"Does a Typesetting Machine Pay the Country Publisher?" Robert S. Walton, editor of the Armstrong (Mo.) Herald.

7:30 P. M., University Auditorium—"The Press as a Public Service Institution"—Harvey Ingham, Editor, Des Moines Register and Tribune.

"Some Experiences in Journalism"—E. W. Howe, Editor, Howe's Monthly, Potato Hill Farm, Atchison, Kans.

Friday, May 5

9:00 A. M., Switzler Hall—Meeting of the Missouri Press Association.

"The Equipment for the Country Printing Office"—Harry Denman, Editor, Farmington (Mo.) News.

"Editorial or News in the County Newspaper?"—E. N. Meador, Cassville Republican; Rich R. Correll, Clark Chronicle; P. H. Barris, Verona Advocate.

"Handling the Business"—E. H. Winter, Editor, Warrenton Banner.

"News for the Farmer"—Joseph Nickell, Editor, Browning Leader-Record.

11:00 A. M., University Auditorium—"The Press and the Nation"—William J. Bryan, Editor, Commoner, Lincoln, Neb.

1:30 P. M., Switzler Hall—"How We Make a County Newspaper"—R. B. Caldwell, Editor, Monticello Journal.

"Discontinuing a Daily Newspaper"—D. H. Brown, Editor, Poplar Bluff Citizen-Democrat; B. C. Drummond, Editor, Lexington News.

Business session of the Missouri Collegiate Press Association, with H. M. Sydney, of Central College, the president, presiding.

3:30 P. M., University Farm—Visitors attend Farmers' Fair, given by the students in the College of Agriculture.

6:00 P. M., Rothwell Gymnasium—Made-In-America Banquet, for registered Journalism Week visitors, given by the School of Journalism, with a program including:

William J. Bryan, former Secretary of State, on "The Spirit of America."

James Schermerhorn, Editor, Detroit Times, on "The Soul of a City."

Made-in-Japan Banquet—1917

Journalism Week in 1917, May 14 to 18, began on Monday morning, setting the precedent for the full-day annual programs of the Missouri Writers' Guild on this first day of Journalism Week. The Guild's program included reports of officers, addresses by successful editors and authors, and the annual subscription dinner. In 1914 and 1915 the Columbia Chamber of Commerce dinner had given way to the big banquet sponsored by the School of Journalism as the concluding program of the week. This year the Chamber of Commerce again invited Journalism Week visitors to a meal—Thursday luncheon—a custom which is still followed. The closing banquet was "Made-in-Japan" with lavish Oriental decorations and favors and most of the food brought from the Orient and contributed by the America-Japan Society.

"Made-in-Japan banquet a Nipponese fairyland," read the headlines in the banquet extra of the Missourian distributed to the guests that night. "$10,000 worth of food, products and decorations go to make occasion distinctly Oriental—the first and most unusual of its kind ever given in the United States. Japan has two speakers. America-Japan Society makes festivity possible by its generosity—representatives of three allied governments to talk on international friendship and mutual understanding."

The banquet menu (kondate) follows:

Shake (Salmon)
Daikon (Radishes) Tsukemo (Pickles)
Tara to Matsutake
(Codfish with Mushrooms)
Udon (Macaroni) Mame (Beans)
Gohan (Rice)
Gyuniku (Roast Beef)
Pan (bread) Hatou Kyo (Salted Almonds) Butter
Kani Salid (Crab Salad)
Ice Cream Kashi (Cake)
Cha (Tea) Kohii (Coffee)
Hamaki Tobako (Cigars)

Dean Williams presided as toastmaster and the banquet program included:

Invocation, M. A. Hart, pastor of First Christian Church, Columbia.

"Missouri Journalists' Greeting to Japan"—H. J. Blanton, president of the Missouri Press Association.

"Japan and the United States"—Saburo Kurusu, Consul at Chicago for the Imperial Japanese Government.

"Transportation for World Commerce"—Gerrit Fort of Chicago, passenger traffic manager of the Union Pacific Railway System.

"The Japanese in America"—Katsuji Kato, Chicago, Editor, Japanese Student.

"As Viewed from Europe"—Karl Walter of London.

"The University"—A. Ross Hill, President of the University of Missouri.

"The State of Missouri"—Frederick D. Gardner, Governor of Missouri.

"The United States and Japan"—Harvey Ingham, Editor, Des Moines Register and Tribune, Vice-President, Press Congress of the World.

"More than four hundred newspaper men and women of Missouri and the United States have come to Columbia for the eighth annual Journalism Week," read an article in the banquet issue of the Missourian. "The week has been a successful one in every respect, and in spite of war conditions and the demands of the situation in which the United States now finds itself, all plans have followed their intended course up to tonight's climax, and Made-in-Japan banquet. The program has been broad in its scope—covering every activity of the journalist from the romantic side of the writing of the novel and the short story to the more prosaic yet equally important side of 'making the newspaper pay.' The week has not been confined to Missouri or even to the United States but has been international in its viewpoint with its culmination a desire to further better international relationships with the newest and one of the most progressive world powers,

Japan. The note of internationalism has not overshadowed that of the United States or Missouri but has been happily intermingled to make the week a well-rounded whole. Missouri editors have laid bare their experiences for the benefit of other Missouri editors and students, as have the men 'higher up' in the profession in the United States."

Four hundred and fifty persons were seated at the banquet tables, according to the Missourian story, when the toastmaster rapped with his mallet. The gavel was one fashioned by Japanese wood-carvers after the legendary mallet of the Japanese God of Fortune, and the legend is that anyone making a wish with the strike of the mallet will see its realization. The mallet was presented to Dean Walter Williams for the occasion by Viscount Kaneko, president of the America's Friends Society, and brought to this country by Walter S. Rogers of Chicago. The banquet attendance was the largest at any such Journalism Week festivity and more than a hundred applications for tickets were denied because of lack of space.

The bringing of the products from Japan to Columbia for the banquet is an interesting story in itself. The idea for the Made-in-Japan banquet was conceived in February. Immediately Oscar E. Riley, of the Japan Advertiser, Tokyo, a graduate of the School of Journalism, was entrusted with the task of interesting the people of Japan in making the idea a possibility. Riley conferred with Viscount Kaneko, president of the America's Friends Society and a graduate of the Harvard Law School. The Viscount lost no time in interesting the Chamber of Commerce of Tokyo, Kobe, Kyoto, Yokohama, Magasaki, Magoya, Osaka and other Japanese towns. He was aided by B. W. Fleisher, publisher of the Japan Advertiser. The Japanese government gave its warmest endorsement and the work of collecting the shipment began. The Toyo Kisen Kaisha steamship line, through its president, S. Ansano, transported the cargo immediately to the United States, free of charge. From San Francisco the cargo

came by fastest freight to Columbia. Fountain Rothwell, graduate of the University of Missouri, and U. S. Collector of Revenue at St. Louis, gave permission for the train to come directly to Columbia and sent a special custom inspector here to appraise the goods. When the special freight car pulled in to the Wabash station it was taken to a storeroom in the Horticultural Building where it was unpacked and inspected. Committees of students packed the baskets of souvenirs which were distributed to banquet guests, and the food stuffs were turned over to Stanley Sisson of the University Commons and Miss Louise Stanley, chairman of the department of home economics, to be prepared for Friday night.

The general program for the 1917 Journalism Week follows:

Monday, May 14

9:00 A. M.—Meeting of the Missouri Writers' Guild Centennial Committee.

10:00 A. M.—Meeting of the Missouri Writers' Guild with Lee Shippey of Higginsville, the president, presiding.

Report of Secretary-Treasurer Floyd C. Shoemaker of Columbia.

Business Session.

"Confessions of a Bushwhacker"—Dan Kelliher of Moberly.

"Making it Grand Larceny"—E. F. Harte of St. Joseph.

2:00 P. M.—"The Inspiration of Folklore"—Miss Mary Alicia Owen of St. Joseph.

"Taking Dictation from Spirit Land,"—Mrs. Lola V. Hays of St. Louis.

"Attempting to Write Novels"—Louis Dodge of St. Louis.

"Why Ape New York?"—Orrick Johns of St. Louis.

Business Session.

8:00 P. M.—Missouri Union. Subscription Dinner ("Canterbury Soper") of the Missouri Writers' Guild.

Tuesday, May 15

9:00 A. M.—Bernard Gruenstein, church editor of the St. Louis Republic—"The Writing of Church News."

"The Writing of Editorials"—Henry J. Robbins, editorial writer of the St. Louis Globe-Democrat.

"Political Reporting"—Curtis A. Betts, legislative correspondent and political writer of the St. Louis Post-Dispatch.

"The News by Wire"—U. L. McCall of Kansas City, correspondent of the Associated Press.

"The Value of Home News"—E. M. Watson, Editor, Columbia Tribune.

2:00 P. M.—"The Woman Reporter"—Miss Katherine Richardson, reporter, St. Louis Star.

"Rural Journalism as a Field for Women"—Mrs. Golda V. Howe, Editor, Hunnewell Graphic.

"The Editorial Page"—J. E. Craig, editorial writer, St. Louis Post-Dispatch.

Meeting of Missouri Women's Press Association.

4 to 6 P. M.—Tea for visiting women journalists given by women of the School of Journalism.

4:30 P. M.—Meeting to organize a Missouri High School Press Association, G. F. Fine, editor Springfield High Time, presiding.

7:30 P. M.—University Auditorium. Music.

"The Profession of Journalism"—Oswald Garrison Villard, president of the New York Evening Post Company.

"Handling the World News"—Roy W. Howard, New York, president United Press Associations.

Wednesday, May 16

9:00 A. M.—"The Economic Value of Advertising"—James M. Irvine of Chicago, advertising department of the Curtis Publishing Co.

"Some Services of the Newspaper"—B. F. Carney, Editor, Crane Chronicle.

"Journalism as a Field for Women"—Mrs. Lily Herald Frost, Editor, Vandalia Leader.

"The Service that a Newspaper may Render the Community"—R. Earle Hodges, Editor, Mokane Missourian.

"The Newspapers' Interest in Legislation"—J. L. McQuie, Editor, Montgomery City Standard, member of the House of Representatives from Montgomery County.

2:00 P. M.—"The Service that a Newspaper may Render the Community"—George B. Shaffer, Editor, Lancaster Republican.

"The Newspaper as a Constructive Force"—Charles D. Morris, publisher of the St. Joseph Gazette.

"The Country Editor's Business Chance"—N. A. Huse, New York, Vice-President, American Press Association.

Meeting of the Missouri Association of Afternoon Dailies, with E. E. Swain of Kirksville presiding.

4:00 P. M.—Dress parade by the University Cadets.

4:30 P. M.—Meeting of the Intercollegiate Press Association with F. H. Hedges of the Drury Mirror presiding.

5:00 P. M.—Meeting of Association of Past Presidents of Missouri Press Association.

8:00 P. M.—"The Newspaper and the Law"—Edwin A. Krauthoff of Washington, D. C.

"The Censorship and the Press"—W. D. Boyce of Chicago, owner of the Boyce List of Newspapers.

Thursday, May 17

9:00 A. M.—Meeting of the Missouri Press Association, with H. J. Blanton, Editor, Paris Appeal, the president, presiding.

"Making a Small Town Newspaper Pay"—B. Ray Franklin, Editor, Russellville Rustler.

"My Intertype Experiences"—M. L. Francis, Editor, Slater News.

"Co-Operative Advertising Developments"—Hugh McVey of Topeka, Kan., advertising counselor of the Capper Publishing Co.

"Writing Advertising Copy"—Byron W. Orr, secretary Manufacturers Association of St. Louis.

"The Advertising Lay-Out"—J. L. Tait, Ruebel-Brown Advertising Agency, St. Louis.

Luncheon, given by the Columbia Commercial Club.

2:00 P. M.—"Financial Advertising"—G. Prather Knapp, publicity department Mississippi Valley Trust Co., St. Louis.

"The Service of Advertising"—Henry Schott, advertising director Montgomery Ward & Co., Chicago.

"The Connection of the Business and Editorial Ends of a Country Newspaper"—Wright A. Patterson, Editor, Western Newspaper Union.

"The Work of the Iowa Press Association"—G. L. Caswell of Denison, Ia., field secretary of the Iowa Press Association.

Meeting of the Associated Advertising Clubs of Missouri.

7:00 P. M.—Concert by the University Cadet Bond.

8:00 P. M.—"What Makes a Newspaper Valuable"—Charles M. Palmer of New York.

"The Journalism of France in War and in Peace"—Marcel Knecht, of Nancy, Lorraine, France.

"The Service of the Editor"—Richard Lloyd Jones of Madison, Wis., Editor, Wisconsin State Journal.

Friday, May 18

9:00 A. M.—Meeting of the Missouri Press Association.

"Advertising"—William Hirth of Columbia, publisher of the Missouri Farmer.

"Advertising a Community"—Charles F. Hatfield, secretary and general manager, St. Louis Convention and Publicity Bureau.

"The Viewpoint of the Advertising Agency"—G. L. Caswell, field secretary of the Iowa Press Association.

"British and French Journalism in War Time"—Karl Walter of England.

"The Newspaper in Relation to the Community"—Harvey Ingham, Editor, Des Moines Register and Tribune.

2:00 P. M.—"The Business of the Newspaper as an Aid to the Service of the Newspaper"—Henry M. Pindell, editor and owner of the Peoria Journal-Transcript.

"A Business Program for the Community Newspaper"—G. L. Caswell, Denison, Ia., field secretary of the Iowa Press Association.

4:00 P. M.—Baseball game, University of Kansas vs. University of Missouri.

6:00 P. M.—Rothwell Gymnasium—"Made-in-Japan" Banquet for registered Journalism Week visitors, given by the School of Journalism with a program including:

Dr. A. Ross Hill, President of the University of Missouri; Gerrit Fort of Chicago, passenger traffic manager of the Union Pacific Railway System; Saburo Kurusu of Chicago, counsel general for Japan; Katsuji Kato of Chicago, editor of the Japanese Student; Karl Walter of England; Marcel Knecht of France; Harvey Ingham, editor the Des Moines Register and Tribune.

Wartime Problems Discussed—1918

The Journalism Week Program of 1918 (May 6 to 10) dealt especially with the problems of journalism grow-

ing out of the World War. Monday was Missouri Writers' Guild Day, Tuesday included general discussions of special journalism subjects, special attention was given to advertising problems on Wednesday, and Thursday and Friday programs were directed by the Missouri Press Association. The Missouri Intercollegiate Press Association, which had its origin during a previous Journalism week, met on Tuesday afternoon. Alumni of the School of Journalism held a luncheon Thursday noon celebrating the tenth anniversary of the establishment of the School, and that evening the addresses paid especial attention to the tenth anniversary. The Commercial Club luncheon was held Friday noon and Friday night the Made-in-Wartime banquet closed the week's program. The banquet program cover pictured a service flag with 118 stars, representing the number of School of Journalism alumni and former students in service. Rothwell Gymnasium was decorated with "the flags of all nations at war for democracy," and the program carried descriptions of the flags and paragraphs about flags of historic interest. The banquet was served by uniformed Boy Scouts of Columbia. Dean Williams presided and the program included:

Invocation—the Rev. Dr. W. W. Elwang, pastor, First Presbyterian Church.

"From LaFayette to Pershings"—Antonin Barthelemy, Chicago, Consul of the Republic of France.

Presentation of loving cup to a Missouri paper for notable public service—J. P. Tucker, Parkville, president Missouri Press Association.

"The State in War-time"—Harvey C. Clark, Jefferson City, Adjutant-General of Missouri.

"Labor in Wartime and Afterward"—Charles A. Sumner, Kansas City, Secretary of the International Stereotypers' and Electrotypers' Union.

"Making a new World"—John T. Harding, Kansas City.

"Journalism in Wartime and Afterward"—Harvey Ingham, Des Moines, Editor, Register and Leader, Vice-President, Press Congress of the World.

The banquet menu, simple in accordance with wartime patriotism, included:

Radishes	Pickles
Roast Beef	
Mashed Potatoes	Spinach
Liberty Bread	Corn Bread
Lettuce and Tomato Salad, with cooked dressing.	
Strawberry ice cream	Coffee
Tenth Anniversary Cake	Cheese

The general program for the week follows:

Monday, May 6

9:00 A. M., Switzler Hall—Missouri Writers' Guild, J. Breckenridge Ellis of Plattsburg, president, presiding.

The President's Address.

Report of Secretary-Treasurer-Floyd C. Shoemaker, Columbia.

"Poetry and Pretense"—Orrick Johns, St. Louis.

"What We Do in the Ozarks"—Lee Shippey, Kansas City.

"Stealing Space"—Clifford Greve, Kansas City.

"The Ozark Pageant"—Mrs. Amy R. Haight, Brandsville.

"A Bird's Eye View of Missouri Poetry"—I. N. Evrard, Marshall.

2:00 P. M., Switzler Hall—Informal talk to Missouri Writers' Guild—Louis Dodge, St. Louis.

"Literature in Country Solitudes"—A. F. Killick (Fatty Lewis), Kansas City.

"Literary Adventures in the Antipodes"—Charles G. Ross, Columbia.

"American Writers and the Armenian Distress"—Bagdassar K. Baghdigian, Baxter Springs, Kans.

Address: William Marion Reedy, St. Louis.

Business session and crowning of the best short story, the best poem, and the best essay of constructive worth published during the past year by Missouri Writers.

6:00 P. M., Daniel Boone Tavern—Annual Subscription Dinner of the Missouri Writers' Guild.

Tuesday, May 7

9:00 A. M., Switzler Hall—"The Place and Purpose of the Cartoon"—A. B. Chapin, St. Louis Republic.

"Country Newspapers as Seen from the City"—Lee Shippey, Kansas City Star.

"Women's Work in Advertising"—Mrs. Olivia Barton Strohm, Critchfield & Co., Advertising Agency, Chicago.

2:00 P. M., Switzler Hall—"Rural Journalism as a Field for Women"—Mrs. S. E. Lee, Savannah Reporter; Mrs. F. L. Stufflebaum, Bolivar Herald; and Mrs. Martha Jewett Wright, Shelbian Democrat.

4:00 P. M., Switzler Hall—Missouri Intercollegiate Press Association, G. W. Lacy, Drury Mirror, Springfield, presiding.
4 to 6 P. M., Missouri Union—Reception by Theta Sigma Phi, journalism sorority, for all attending Journalism Week.
7:15 P. M., University Auditorium—Concert by University Band.
"Missouri's New Place on the World Map"—Paul W. Brown, of The West at Work, St. Louis.
"Journalism Over There"—Victor Morgan, Cleveland Press.

Wednesday, May 8

Advertising Discussion, led by Walter Ridgway, Fayette Advertiser:
Advertising in the Small-Town Newspaper:
How far may copy be profitably changed?
Mail-order advertising.
Regulation of rates and circulation.
Writing ads for merchants.
Campaigns, contracts or single ads.
Good and bad advertising.
Political advertising.
Co-Operation between Merchants and Newspaper: The Dealer Service Plan.
Should the Newspaper limit itself to advertising display?
How far may a newspaper profitably undertake other service?
Do national advertisers ask other service, and if so, are they willing to pay for it?
How may the newspaper organize local merchants for co-operation?
"National Advertising in Rural Newspapers"—George W. Eads, D'Arcy Advertising Co., St. Louis.
2:00 P. M., Switzler Hall—"Advertising During and After the War"—M. P. Linn, St. Louis Republic.
"A Newspaper's Service to the Community"—M. J. Lowenstein, St. Louis Star.
"The Gold Medal Plan"—N. A. Huse, American Press Association, New York.
"Constructive Criticism"—Tom V. Bodine, Paris Mercury.
3 to 5 P. M., Engineering Building—Open house by students of Engineering for Journalism Week visitors.
4:00 P. M., Rollins Field—Baseball, Missouri vs. Kansas.
5:00 P. M., Switzler Hall—Meeting of Association of Past Presidents of the Missouri Press Association.
7:30 P. M., University Auditorium—"The Independent Community Newspaper"—Frederick A. Stowe, Peoria (Ill.) Herald-Transcript.
"An American War Correspondent in Germany"—Oswald F. Schuette, Chicago News.

Thursday, May 9

9:00 A. M., Switzler Hall—Missouri Press Association, J. P. Tucker, Parkville Gazette, presiding.
Report of Committee on Constitution.
"The Community Newspaper"—Discussion on Getting and Keeping Circulation, led by Will A. Jones, Kennett Democrat; P. A. Bennett, Buffalo Reflex; DeWitt C. Masters, Perry Enterprise; C. H. Denman, Sikeston Herald.

What is the circulation limit in any field?
How best reach it: contests, premiums, canvassers, clubs?
Is circulation helped by having different day of publication from competitor?
Should circulation difficulties be discussed in newspapers?
Cash in advance?
What does it cost per subscriber to produce the newspaper?
Should the subscription price be increased?
Simplest method of subscription bookkeeping?
What features in the newspaper get and hold subscribers?

12 M., Daniel Boone Tavern—Journalism Alumni Tenth Anniversary Luncheon.

2:00 P. M., Switzler Hall—Contributed Reading Matter Discussion, led by J. F. Hull, Maryville Tribune; J. E. Watkins, Chillicothe Constitution; Jewell Mayes, Secretary, State Board of Agriculture.

What is the duty of the newspaper toward the free matter supplied by the Government, and public, semi-public or private patriotic bodies?
At what point does the newspaper become a public utility and not a private enterprise?
When should the newspaper require payment for such publicity?

4:00 P. M., Rollins Field—Baseball, Missouri vs. Kansas.

7:15 P. M., University Auditorium—Music by University Band.

Addresses in Recognition of the Tenth Anniversary of the School of Journalism.

"Journalism and the State"—Charles D. Morris, St. Joseph Gazette.

"Journalism—Safeguarding Force of a Redeemed Democracy"—James Schermerhorn, Detroit Times.

"An International Free Press"—Harvey Ingham, Des Moines Register and Tribune.

Friday, May 10

9:00 A. M., Switzler Hall—Missouri Press Association.

"Solving the Problem of Help"—Joe G. Upton, Eldorado Springs News.

"Contributed Reading Matter"—J. F. Hull, Maryville Tribune.

"Advertising After the War"—Henry Schott, Montgomery, Ward & Co., Chicago.

Business Session.

12 M., Daniel Boone Tavern—Luncheon by Columbia Commercial Club, complimentary to out-of-town guests.

3:00 P. M., Switzler Hall—Missouri Press Association. Report of the Central Bureau—E. R. Childers, manager.

Cheaper news print.
Co-operative buying of jobstock?
Of other material?
Labor exchange?
National advertising?
Ready-made local ads?
Standardizing advertising rates?

Discussion led by H. J. Blanton, Paris Appeal; William Southern, Jr., Independence Examiner; Fred Naeter, Southeast Missourian, Cape Girardeau.

4:00 P. M., Quadrangle, West Campus—Dress Parade, University Cadets, Major Wallace M. Craigie, U. S. A., Commandant.
4:00 P. M., Rollins Field—Baseball, Missouri vs. Kansas.
6:00 P. M., Rothwell Gymnasium—Made-in-Wartime banquet.

Break Ground for Neff Hall—1919

The tenth annual Journalism Week, May 5 to 19, 1919, was outstanding because Thursday morning ground was broken for the new School of Journalism building which was to be erected north of the Quadrangle. This year the big banquet was held Wednesday evening at Rothwell Gymnasium, so that Friday could be given to exercises commemorating the founding, one hundred years previous, of the Missouri Intelligencer and Boon's Lick Advertiser, the first newspaper in America west of St. Louis. The Missouri Press Association and other visitors left Columbia by train Friday morning and held exercises at the Santa Fe Trail Marker, New Franklin, and later dedicated a new marker at the site of the old newspaper plant in Old Franklin.

In recognition of the valuable service performed for Missouri through many years by the press of the State, merchants of St. Louis, members of the St. Louis Chamber of Commerce, generously contributed all of the food and souvenirs for the Made-in-St. Louis Banquet Wednesday evening. A basket of souvenirs and samples was given each banquet guest. The menu was:

Pickles — Spiced Herring
Roast Beef with Brown Gravy
New Potatoes — Peas
Whole Wheat Rolls — Crackers
Preserves — Salted Peanuts
Head Lettuce Salad
Ice Cream — Cakes
Coffee — Bevo — Pretzels
Cigars and Cigarettes

Dean Williams was toastmaster and the program included:

Invocation—the Rev. S. W. Hayne, pastor of Broadway Methodist Church.

"The University of Missouri"—A. Ross Hill, president, University of Missouri.

"St. Louis, Mo."—R. E. Lee, sales manager bureau of the St. Louis Chamber of Commerce, and editor of Auto Review.

"Labor in the World's New Day"—Charles A. Sumner, secretary-treasurer of International Stereotypers' and Electrotypers' Union, Kansas City.

"Co-Operation Unto Service"—James J. Davis, Pittsburg, Pa.

"The Profession of Journalism"—Frank Dilnot, American correspondent, London Daily Chronicle, New York.

"Journalism as an Obligation"—Robert W. Woolley, member Interstate Commerce Commission, Washington, D. C.

The week's program follows:

Monday, May 5

9:00 A. M., Switzler Hall—Meeting of the Missouri Writers' Guild, President Arthur F. Killick, Kansas City, presiding.

The President's Address.

Report of the secretary-treasurer, Floyd C. Shoemaker, Columbia.

"Writing for the Movies"—Mrs. Evelyn Campbell, Santa Monica, Calif.

"Poetry of Today"—Jay B. Iden, Kansas City.

"Two Poems"—Mrs. Mabel Hillyer Eastman, Chillicothe.

"The Short Story of Today"—Mrs. Mary Woodson Shippey, Kansas City.

"Two Poems"—Warren E. Comstock, Kansas City.

"Guild Outings"—Mrs. Elizabeth E. Milbank, Chillicothe.

"The Making of a Novelist"—Louis Dodge, St. Louis.

2:00 P. M., Switzler Hall—"The Three-Stick Masterpiece, or The Test of Doing Things Well"—Barton W. Currie, editor, Country Gentleman, Philadelphia.

"My Friend, Patience Worth"—Mrs. John H. Curran, St. Louis.

Discussion of Subjects on program, led by J. Breckenridge Ellis, Plattsburg.

Business meeting.

6:00 P. M.—Picnic supper. Details announced at the Monday afternoon session.

Tuesday, May 6

9:00 A. M., Switzler Hall—"Typography and Circulation"—Benjamin S. Herbert, of the National Printer-Journalist, Chicago.

"How to Circulate Your Newspaper Among Farmers"—Frank W. Rucker, Jackson Examiner, Independence.

"Special Feature Writing for the Daily Newspaper"—Fred D. Moffett, Kansas City Star.

"The News as the Army Would Have It"—J. E. Darst, of the

American Paint and Oil Dealer, St. Louis.

2:00 P. M., Switzler Hall—"Journalistic Ethics"—Robert W. Jones, professor of journalism in the University of South Dakota.

"Journalism and Its Opportunities in South America"—Dr. Sebastio Sampaio, of St. Louis, consul of the Republic of Brazil.

"Woman's Standard of Journalism"—Mrs. D'Arline Holcomb, Bowling Green Post.

"As the Reporter Sees the News"—Clair Kenamore, St. Louis Post-Dispatch.

8:00 P. M., University Auditorium—"The Effect of the War Upon Books and Reading"—Mrs. May Lamberton-Becker, New York Evening Post.

"Washington Correspondence"—Gus J. Karger, Washington correspondent of the Cincinnati Times-Star.

Wednesday, May 7

9:00 A. M., Switzler Hall—Meeting of the Missouri Press Association, President J. P. Tucker, Parkville Gazette, presiding.

"Life's Sketches"—Arthur Aull, Lamar Democrat.

"Boosting Missouri"—A. T. Hollenbeck, West Plains Journal.

"The Newspaper Dress"—illustrated address by J. L. Frazier, of the Inland Printer, Chicago.

2:00 P. M., Switzler Hall—"Fundamentals of Design as Applied to Advertising Display and Job Work"—illustrated address by J. L. Frazier, of the Inland Printer, Chicago.

"Opportunities in Business-Paper Journalism"—Charles Allen-Clark, of the American Paint and Oil Dealer, St. Louis.

"Reporting from Europe"—E. Lansing Ray, St. Louis Globe-Democrat.

"Propaganda and the War"—John Callan O'Laughlin, of Lord & Thomas, Chicago.

7:00 P. M., Rothwell Gymnasium—Made-in-St. Louis Banquet.

"Journalism as an Obligation"—Robert W. Woolley, of Washington, member of the Interstate Commerce Commission.

Thursday, May 8

9:00 A. M., Switzler Hall—Meeting of the Missouri Press Association.

"The Correlation of the District and State Press Associations"—Bernard Finn, Sarcoxie Record.

"The Work of the National Editorial Association"—George E. Hosmer, Denver, Colo.

"Making the Most of Rural Journalism"—S. P. Preston, of the Gillespie (Ill.) News.

11:00 A. M., North End of West Campus—Breaking of ground for new building for School of Journalism, presiding officer, Dr. A. Ross Hill, president of the University of Missouri.

Invocation, Dr. W. W. Elwang, pastor First Presbyterian Church.

"America."

Remarks by President Hill; C. B. Rollins, acting president of the Board of Curators of the University of Missouri; Walter Williams, dean of the School of Journalism; J. P. Tucker, president of the Missouri Press Association; S. P. Preston, president of the Illinois Press Association; Vaughn Bryant, of Kansas City, representing the alumni of the School of Journalism; J. W. McClain, of Willow Springs, president of The Mis-

sourian Association, Incorporated; John H. Casey, of Knoxville, Ia., representing the students in the School of Journalism; Miss Marvine Campbell, of Doniphan, representing the women students of the School of Journalism.

Spading of earth.

"Old Missouri."

Benediction, Doctor Elwang.

12 M., Daniel Boone Tavern—Luncheon by Columbia Commercial Club, complimentary to out-of-town Journalism Week visitors.

2:00 P. M., Switzler Hall—"Running a Country Newspaper for Profit and Service"—J. N. Stonebraker, Carrollton Republican-Record.

Discussion led by H. S. Sturgis, Neosho Times, and H. F. Childers, Troy Free Press.

Report of the Business Bureau of the Missouri Press Association, E. R. Childers, manager.

Election of officers of the Missouri Press Association.

4:00 P. M., Kappa Kappa Gamma House, 600 Rollins St.—Tea given by Theta Sigma Phi, journalism sorority, for Journalism Week visitors and journalism students.

5:00 P. M., Switzler Hall—Meeting of Association of Past Presidents of the Missouri Press Association.

8:00 P. M., University Auditorium—"Journalism and the Labor Question"—T. W. McCullough, Omaha Bee.

"The Journalist's Share as the Old World Changeth"—Frank Dilnot, of London, American correspondent of the London Daily Chronicle.

Friday, May 9

Exercises commemorating the founding, 100 years ago, of the Missouri Intelligencer and Boon's Lick Advertiser, the first newspaper in America west of St. Louis. Arrangements made by Centennial Committee of Missouri Press Association: E. W. Stephens, *chairman;* C. J. Walden, Floyd C. Shoemaker, Walter Ridgway, A. L. Preston.

9:00 A. M.—Special train leaves Columbia over Missouri, Kansas & Texas Railroad. Round-trip fare $1.90; one way 95 cents. Tickets should be purchased at the station.

10:30 A. M., at Santa Fe Trail Marker, New Franklin—E. W. Stephens, chairman of Centennial Committee, presiding.

Music by New Franklin Band.

Reading by Miss Mamie S. Walden, of Boonville.

Songs by New Franklin High School chorus.

"Democracy's Challenge to Journalism"—Dean Walter Williams of the School of Journalism of the University of Missouri.

Music by New Franklin Band.

Noon, New Franklin—Basket dinner given by citizens of Howard County.

2:30 P. M., Old Franklin—Dedication of marker indicating site of Missouri Intelligencer and Boon's Lick Advertiser.

Address by J. P. Tucker, president of the Missouri Press Association.

4:00 P. M.—Special train starts for Columbia.

Made-in-the Philippines Banquet—1920

The 1920 Journalism Week, May 3 to 7, was featured by the Made-in-the-Philippines Banquet Friday evening in Rothwell Gymnasium. The banquet room was elaborately decorated with Philippine products. Students who served the dinner were dressed in gay Filipino costumes. The gavel used by Dean Williams as toastmaster represented the ancient native implements used in the Philippine Islands for husking and polishing rice. The souvenirs and programs as well as food and decorations were compliments of the Philippine officials who interested the people of the islands in the banquet. The committee in the Philippines included: Hon. Charles E. Yeater, vice-governor and secretary of public instruction; Hon. Manuel L. Quezon, president Philippine senate; Col. John B. Bellinger, Q. M. C., department quarter-master, Philippine Department; Hon. Rafael Corpus, under-secretary of agriculture and natural resources; Luther B. Bewley, director of education; Cipriano E. Unson, purchasing agent; Dr. Elmer D. Merrill, director, bureau of science; Hon. Pedro Aunario, member House of Representatives; Mauro Prieot, manager La Insular Cigar and Cigarette Factory; F. Theo Rogers, business manager Philippines Free Press; Eidel A. Reyes, director of commerce and industry; Jose G. Sanvictores, assistant director of agriculture. The general committee in the United States included; Hon. Jaime C. de Veyra, representing the Philippine Islands; Walter Williams; Prof. Robert S. Mann; Herbert W. Smith; Gabriel A. Daza, special representative of Mr. De Veyra; and Vincente R. Concepcion, representative of Banquet Commissioner Sanvictores.

The banquet menu included:

Fruit cocktail

Radishes Olives

Cocoanut-bud pickles

Jellies

Tuna fish croquettes Stuffed Turkey

Wafers Cranberry Sauce

Lechon
Mimis rice Peas Mashed potatoes
Hot buttered rolls Cheese Crackers
Stuffed tomato salad
Ice cream Cake
Coffee Cigars Cigarettes
Candies Nuts

The banquet speakers were: Rev. W. W. Elwang, pastor, First Presbyterian Church; A. Ross Hill, president, University of Missouri; Frederick D. Gardner, governor of Missouri; Harvey Ingham, editor, Des Moines Register and Tribune; Arsenio N. Luz, former editor, El Ideal, Manila; Jack Ryan, St. Louis; Jaime C. de Veyra, Philippine resident commissioner in the United States, Washington, D. C., Joshua W. Alexander, secretary of commerce of the United States. Music was furnished by a Filipino orchestra sent from the islands for this purpose.

The program for the week follows:

Monday, May 3

9:00 A. M., Switzler Hall—Opening meeting of the Missouri Writers' Guild, President J. Breckenridge Ellis of Plattsburg, presiding.

The President's Greeting.

Report of the Secretary-Treasurer, Floyd C. Shoemaker, Columbia.

"Words"—Ira D. Mullinax, Kansas City.

Poets' Hour: Original poems by Mabel Hillyer Eastman, Chillicothe; Louis Dodge, St. Louis; Warrent E. Comstock, Kansas City; Tom P. Morgan, Rogers, Ark.; Father Henry B. Tierney, Trenton. Led by Frank Markward, of St. Joseph, with a sheaf of dialect verses.

"Delivering the Goods"—Mrs. Louise Platt Hauck, St. Joseph.

"Writers and Americanization"—Bagdassar K. Baghdigian, St. Louis.

"Literary Clubs"—Mrs. Cora Ellis Steele, Kansas City.

"Writing for Young People"—Hugh S. Grinstead, Columbia.

"What People are Reading"—Miss Ada Claire Darby, St. Joseph.

2:00 P. M., Switzler Hall—Open Meeting of Missouri Writers' Guild.

"The Short Story"—A. Donald Douglas, Columbia.

"Where Writers Get Ideas"—Miss Shirley L. Seifert, St. Louis.

"Hawgs is Hawgs"—Bert Love, Kansas City.

"The Continued Story"—Mrs. Elizabeth Palmer Milbank, Chillicothe.

"Humors of Book Publishing"—Clair Kenamore, St. Louis.

4:00 P. M., Knights of Columbus Students' Home—four original one-act plays, presented by the Script Crafters, a society of University students for the promotion of literary work:

1. "Quit Laughing"—a satire, by Paul F. Sifton.
2. "The Mother of Pierrot"—a poetic tragedy, by Louise Lacey.
3. "The Man Who Lived Tomorrow"—a Missouri play, by Edward Robb.
4. "The Twenty Ninth"—a college farce, by Corwin D. Edwards.

6:00 P. M., Daniel Boone Tavern—Annual Subscription Dinner of the Missouri Writers' Guild.

Tuesday, May 4

9:00 A. M., Switzler Hall—"The Cartoon—Its Purpose and Production"—D. R. Fitzpatrick, cartoonist, St. Louis Post-Dispatch.

"Other than News"—Marvin H. Creager, literary editor, Kansas City Star.

"Making the Editorial Page"—Chris L. Rutt, managing editor, St. Joseph News-Press.

"What the Editor is Looking For"—Barton W. Currie, editor, The Country Gentleman, Philadelphia.

2:00 P. M., Switzler Hall—"Some Lessons From Experience"—W. H. Powell, managing editor, Ottumwa (Ia.) Courier.

"Editorial Writing"—Henry L. Wells, editorial writer, St. Louis Globe-Democrat.

"Assembling and Distributing the World's News"—Marlen E. Pew, editor and general manager, International News Service.

"The Writing of Sport"—Marion F. Parker, sport editor, St. Louis Globe-Democrat.

8:00 P. M., University Auditorium—"The Newspaper Column—and Some Other Persons"—J. J. Taylor, Dallas (Tex.) News.

"Here and There in the Philippines"—Mrs. J. C. de Veyra, Manila, P. I.

Music by Philippine Orchestra.

Wednesday, May 5

9:00 A. M., Switzler Hall—"The Feminine Appeal in Advertising"—Rowena Reed, Kansas City.

"Advertising a Pure Bred Live-Stock Sale"—Moss Gill, Perry.

"Advertising as a Field for Women"—Mrs. Irene Sickel Sims, president, Women's Advertising Club, Chicago.

"Advertising Not a Black Art"—Henry Schott, advertising manager, Montgomery Ward & Co., Chicago.

"Better Business Methods" (illustrated)—W. F. Brennan, National Cash Register Co., Dayton, Ohio.

Noon, Daniel Boone Tavern—Advertising luncheon of Alpha Delta Sigma, advertising fraternity, and Gamma Alpha Chi, advertising sorority.

2:00 P. M., Switzler Hall—"The Printing of the Newspaper"—I. L. Stone, Duplex Printing Press Co., Battle Creek, Mich.

"Reporting a President—and Some Others"—Philip Kinsley, Chicago Tribune.

"The World's News"—Karl A. Bickel, vice-president and general business manager, United Press Associations, New York City.

"The Future in Advertising"—W. D. Nesbit, vice-president Wm. H. Rankin Co., Chicago.

8:00 P. M., University Auditorium—"The Press and the People of the Philippines"—Jose P. Melencio, acting director Philippine Press Bureau, Washington, D. C.

"Advertising a Nation"—W. D. Nesbit, vice-president Wm. H. Rankin Co., Chicago.

Music by Philippine Orchestra.

Thursday, May 6

9:00 A. M., Switzler Hall—Open meeting, Missouri Press Association.

"Missouri Weekly Survey"—John H. Casey, graduate student, School of Journalism.

"Making the Newspaper Fill Its Field"—Doc Brydon, Bloomfield Vindicator.

"Small-Town Daily Advertising Rates"—Mitchell White, Mexico Ledger.

"Getting Business"—O. W. Chilton, Caruthersville Twice-a-Week Democrat.

"Journalism and Labor"—Charles W. Fear, Missouri Trades Unionist, Joplin.

Noon, Daniel Boone Tavern—Luncheon by Columbia Chamber of Commerce, complimentary to out-of-town Journalism Week visitors.

12:30 P. M., Daniel Boone Tavern—Luncheon by Columbia League of Women Voters for women visitors of Journalism Week.

2:00 P. M., Switzler Hall—Open meeting of Missouri Press Association.

"Woman's Field in City Journalism"—Miss Vina Lindsay, Kansas City Post.

"Woman's Field in Country Journalism"—Mrs. W. E. Ewing, Odessa Ledger.

"Women in Journalism and Politics"—Mrs. E. M. Mantiply, Clarksville Banner-Sentinel.

"The Best News in the County Newspaper"—J. G. Morgan, Unionville Republican.

"Cost Finding in a Country Office"—Frederick W. Smith, Porte Publishing Co., Salt Lake City.

"How Newspapers May Co-Operate"—John Sundine, president Inland Daily Press Association, Moline (Ill.) Dispatch.

"Public Health Activities in the Philippines"—Dr. R. Abriol, Philippine Health Bureau, Manila.

4 to 6 P. M., Alpha Delta Pi House, 1205 Wilson Avenue-Tea given by Theta Sigma Phi, journalism sorority, for all women visitors.

8:00 P. M., University Auditorium—"How the Newspaper May Help"—James M. Thomson, editor, New Orleans Item.

"The University Man in Technical Journalism"—Samuel O. Dunn, president American Association of Business Papers, editor, The Railway Gazette.

Music by Philippine Orchestra.

Following this meeting, the Women's Journalism Club will give a reception for all Journalism Week visitors, their hosts, and members of the School of Journalism on the mezzanine floor of the Daniel Boone Tavern.

Friday, May 7

9:00 A. M., Switzler Hall—Open Meeting, Missouri Press Association.

"How Personality Helps Journalism"—Arthur Aull, Lamar Democrat.

"The Newspaper as a Public Servant"—Charles C. Oliver, Cape Girardeau—Jackson Printing Co.

"News from Other Towns"—Clint H. Denman, Sikeston Herald.
"Education for Journalism"—Harvey Ingham, editor Des Moines Register and Tribune.
Inspection of Jay H. Neff Hall.
2:00 P. M., Switzler Hall—Open Meeting, Missouri Press Association.
"Report of Purchasing Bureau"—E. R. Childers, manager.
"The Community Newspaper"—Dwight H. Brown, Citizen Printing Co., Poplar Bluff.
"Institutional Journalism"—H. V. Kaltenborn, assistant managing editor, Brooklyn Eagle.
Reports of committees. Business session.
4:00 P. M., Rollins Field—Baseball game, University of Missouri vs. University of Oklahoma.
6:30 P. M., Rothwell Gymnasium—Made-in-the-Philippines Banquet. Among the speakers will be:
J. W. Alexander, secretary of commerce; Arsenio Luz, former editor, El Ideal, Manila; J. C. de Veyra, resident Commissioner Philippine Islands; Harvey Ingham, Editor, Des Moines Register and Tribune; Jack Ryan, St. Louis; Mrs. J. C. de Veyra, Manila; F. D. Gardner, Governor of Missouri; A. Ross Hill, President, University of Missouri.

First Program in Neff Hall—1921

The program for the twelfth annual Journalism Week, May 23 to 27, 1921, included as a foreword a sonnet on Jay H. Neff Hall by Aaron Watson, Bewley Cottage, Lacock, Wilts, England:

Pope Julius sent for Michael Angelo.
"Make me a tomb, such as men never saw,
That howsoe'er I fare before God's law,
My name will live eternally below."

So Julius said. But if to Rome you go
You find no tomb of Julius. Some fell awe
Assailed him, and such omens as men draw
From evil things shadowed his soul with woe.

No vain ambition built this hall of ours.
A finer impulse and a nobler thought
Inspired a worthy heart and generous hand.
Here youth will learn to consecrate its powers
To the world's service—souls with vigor fraught
Set sail with high emprize, and purpose grand.

For the first time Journalism Week sessions were held in the new School of Journalism building, Jay H. Neff Hall, and visitors were invited to inspect the printing plant, offices and class rooms. The annual convention of the American Association of Agricultural College Edi-

tors this year was held in Columbia during Journalism Week. Some meetings were held separately, others were merged with the general Journalism Week sessions. Several members of the association were on the general program. The banquet this year was called Nationally Advertised. Food, decorations and souvenirs were contributed by nationally-advertised manufacturers.

Monday, May 23

9:00 A. M., Jay H. Neff Hall—Open meeting of Missouri Writers' Guild, President Hugh F. Grinstead of Columbia presiding.

Report of Secretary-Treasurer, Mrs. Ruby Westlake Freudenberger, Columbia.

"Titles"—Louis Dodge, St. Louis.

"The Man Behind the Check"—Arthur A. Jeffrey, Columbia.

"Live Stories"—Miss Shirley L. Seifert, St. Louis.

"Bumps"—Dale M. Brown, St. Joseph.

"The History of a Manuscript"—J. Breckenridge Ellis, Plattsburg.

"Children's Rhymes"—Frank C. Reighter, Chicago.

2:00 P. M., Jay H. Neff Hall—Open meeting of Missouri Writers' Guild.

"The Lure"—Mrs. Elizabeth Palmer Milbank, Chillicothe.

"The Editorial Helping Hand"—Mrs. Louise Platt Hauck, St. Joseph.

"The Making of a Magazine"—Miss Renee B. Stern, Editor, Woman's Weekly, Chicago.

"Some Rambling Remarks"—Mrs. Mabelle McCalment, Kansas City.

"What the Editors of Technical and Semi-Technical Magazines Want"—Terrell Croft, St. Louis.

Business Session.

6:30 P. M., Daniel Boone Tavern—Annual Subscription Dinner of the Missouri Writers' Guild.

Tuesday, May 24

9:00 A. M., Jay H. Neff Hall—"The Editorial Page"—Fred C. Trigg, editorial writer, Kansas City Star.

"The What and Why and How of the Editorial"—Irving Brant, chief editorial writer, St. Louis Star.

"Illustrations—and More Illustrations"—Monte Crews, illustrator, Fayette.

"The Editor and the Public"—Barton W. Currie, Editor, Ladies' Home Journal, Philadelphia.

"A Woman's Experiences in Metropolitan Journalism"—Miss Sara L. Lockwood, special writer, Philadelphia Public Ledger.

"The Making of the Column"—Clark McAdams, special writer, St. Louis Post-Dispatch.

2:00 P. M., Jay H. Neff Hall—"Woman's Field in Rural Journalism"—Miss Marguerite L. Reid, associate editor, The Advertiser, Fayette.

"Progress in Journalism"—H. M. Pindell, publisher, The Journal, Peoria, Ill.

"Finding One's Self in the Country Newspaper"—C. T. Rand, editor, the Neoshoba Democrat, Philadelphia, Miss.

"Assembling and Distributing the World's News"—Karl A. Bickel, vice-president and general manager, United Press Associations, New York City.

"Some Experiences in Reporting Around the World"—Frank H. King, The Associated Press, London.

"The Making of the Column"—J. N. Stonebraker, The Express, Kirksville; C. L. Ficklin, The Herald, Maysville; E. J. Melton, The Republican, Boonville; J. P. McElroy, Blanchard, Ia.; "Sport's Cousin" in Atchison County (Mo.) Mail.

8:00 P. M., University Auditorium—"Tendencies in Present Day Journalism"—F. P. Glass, former president American Publishers Association, Birmingham, Ala.

"The Romance of the Interview"—Harry Hansen, literary editor, Chicago Daily News.

Following this program, the Dana Press Club will give its annual smoker for all Journalism Week visitors at the clubhouse, 718 Maryland Place.

Wednesday, May 25

9:00 A. M., Jay H. Neff Hall—"The Publicity Agent and the News-Editor"—Miss V. A. L. Jones, publicity, St. Louis.

"Advertising—Present and Future"—Marco Morrow, assistant publisher, Capper Publications, Topeka, Kans.

"Co-Operation in Advertising Service"—J. K. Groom, publisher, Aurora (Ill.) Beacon, and director of national advertising for the Northern Illinois Group of Newspapers.

"Advertising a County Weekly"—George M. LeCrone, Jr., former advertising manager, El Paso County Democrat, Colorado Springs, Colo.

"Missouri's Share in National Advertising"—Willard E. Carpenter, president Carpenter & Co., Chicago.

Noon, Daniel Boone Tavern—Luncheon by Theta Sigma Phi, journalistic sorority, for alumnae and invited guests.

2:00 P. M., Jay H. Neff Hall—"The Making of a Near-City Daily"—John Sundine, secretary, Moline Dispatch Publishing Co., Moline, Ill.

"Getting the Advertising Copy"—Lewis B. Ely, advertising, St. Louis.

"Current Styles in Farm Paper Copy"—Walter Stemmons, agricultural editor, Connecticut Agricultural College, Storrs, Conn.

"Preparation for, and Possibilities of, Rural Journalism"—N. A. Crawford, professor of agricultural journalism, Kansas State Agricultural College, Manhattan, Kan.

"A Newspaper Survey and How to Make It"—Andrew Hopkins, editor, Department of Agricultural Journalism, College of Agriculture, University of Wisconsin, Madison, Wis.

3:30 P. M., Daniel Boone Tavern—Meeting of the Association of Past Presidents of the Missouri Press Association. Automobiles will be provided to carry the members to Fulton, Mo., where they will be guests at dinner of Ovid Bell, editor, Fulton Gazette.

6:00 P. M., Harris' Confectionery—Advertising dinner, given to invited guests by Alpha Delta Sigma, advertising fraternity, and Gamma Alpha Chi, advertising sorority.

8:00 P. M., University Auditorium—Illustrated lecture, "Getting the Most out of Retailing"—W. F. Brennan, National Cash Register Co., Dayton, Ohio.

Illustrated lecture, "The Production and Use of News Print"—prepared by Col. W. E. Haskell, vice-president, International Paper Co., New York.

Following this program, an informal reception will be given for all Journalism Week visitors by Sigma Delta Chi, journalistic fraternity, and Theta Sigma Phi, journalistic sorority, at the Sigma Chi fraternity house, 500 College Avenue.

Thursday, May 26

9:00 A. M., Jay H. Neff Hall—Open meeting, Missouri Press Association, the president, Mitchell White, editor the Ledger, Mexico, Mo., presiding.

"The Reporter in Office"—Charles U. Becker, secretary of State of Missouri, Jefferson City.

"What the Farmers Want in Their Newspapers"—C. W. Pugsley, editor, Nebraska Farmer, Lincoln, Neb., and president American Association of Agricultural Editors.

"Pan-Pacific Journalism"—Alexander Hume Ford, secretary, Pan-Pacific Union, Honolulu, Hawaii.

"The Country Weekly—Then and Now"—W. P. Kirkwood, editor, Department of Agriculture, University of Minnesota, St. Paul, Minn.

"What is Farm News and How To Get It"—F. W. Beckman, professor of agricultural journalism, Iowa State College, Ames, Ia.

"What do You Mean by Service?"—M. V. Atwood, assistant professor of agricultural journalism, New York State College of Agriculture, Cornell University, Ithaca, N. Y.

Noon, Daniel Boone Tavern—Concert by Columbia Band.

1:00 P. M., Daniel Boone Tavern—Commercial Club Luncheon for all registered out-of-town Journalism Week visitors.

Afternoon—Sightseeing tour of Columbia and the University, starting from Daniel Boone Tavern at the close of the Commercial Club luncheon.

Tea at the northwest corner of the East Campus, Hitt street and University avenue, will follow the sightseeing tour; given by the home ecomonics department of the University and the wives of the faculty of the College of Agriculture.

4:30 P. M., Illustration Laboratory, Jay H. Neff Hall—Demonstration of chalk-plate process, and of stereotyping for small-town newspapers, Hoke Engraving Plate Co., St. Louis.

8:00 P. M., University Auditorium—"The Share of the Press in the World Order"—Frank LeRoy Blanchard, associate editor, Editor and Publisher, New York City.

"Washington as a World News Center"—Richard V. Oulahan, Washington correspondent, New York Times.

Following the evening program, Kappa Tau Alpha, honorary journalistic fraternity, will give a luncheon for invited guests at Harris' Cafe.

Friday, May 27

9:00 A. M., Jay H. Neff Hall—Open session of the Missouri Press Association.

"How the Rural Press May Help Toward Better Living"—Mrs.

Kathryn Yater Smith, editor, The Republican, Caruthersville.
"The Standards for Missouri Newspapers"—discussion led by William Southern, Jr., editor, The Examiner, Independence.
"The News in National Advertising"—Richard D. Hebb, public relations department, Swift & Co., Chicago.
"Political Advertising—Good and Bad"—George W. Eads, publicity representative, St. Louis.
"Journalism and World Peace"—B. W. Fleisher, proprietor and editor, the Japan Advertiser and the Trans-Pacific, Tokyo, Japan.
2:00 P. M., Jay H. Neff Hall—Open session of Missouri Press Association.
"The Weekly or the Semi-Weekly"—Miss Anna E. Nolen, editor, the News, Monroe City; Charles L. Blanton, editor, the Standard, Sikeston.
3:00 P. M., Jay H. Neff Hall—Business session of the Missouri Press Association.
Report of committee on Field Secretary.
6:30 P. M., Rothwell Gymnasium—Banquet of the Nationally Advertised.

Radio Banquet Program—1922

All Journalism Week Sessions, May 22 to 27, 1922, were held in the auditorium of Jay H. Neff Hall. Through the courtesy of Marlen E. Pew, editor and manager of the International News Service, the full leased wire report of that organization was furnished to the School of Journalism this week for use in the Columbia Evening Missourian, the laboratory product of the School.

The Radio Banquet was held Friday evening in the ballroom of Daniel Boone Tavern. The program, with Dean Williams presiding, was given largely by radio from the Kansas City Star, the St. Louis Post-Dispatch, the Detroit News and the R. O. T. C. station in Columbia.

The menu included:

Fruit cocktail
Tomato puree
Radishes Olives
Smothered spring chicken
Candied yams Tiny peas
Tomatoes stuffed with combination olives
Fresh strawberry ice cream
Cake Demi-tasse

Monday, May 22

9:00 A. M., Jay H. Neff Hall—Open meeting of Missouri Writers' Guild, President Hugh F. Grinstead, of Columbia, presiding.

Report of the Secretary-Treasurer, Mrs. Ruby Westlake Freudenberger, of Columbia.

"Modern Verse"—Mrs. Belle Travers McCahan, of Kirksville.

"Rejected Editors"—Calvin Johnston, of Kansas City.

"Writing for the Young Child"—Mrs. Myrtle Jamison Trachsel, of St. Joseph.

"Know It—Then Write It"—Courtney Ryley Cooper, of Denver, Colo.

"Turning Liabilities Into Assets"—Mrs. Velma West Sykes, of Kansas City.

2:00 P. M., Jay H. Neff Hall—"Hints on Description"—A. H. R. Fairchild, professor of English, University of Missouri.

"Journalism and Literature"—Herbert Quick, novelist, of Coolfont, Berkeley Springs, W. Va.

"Guilders at Play"—Mrs. Corinne Harris Markey, of St. Louis.

"More Missouri Readers for Missouri Writers"—Mrs. Victoria Adelaide Harvey, of Liberty.

Business session.

7:00 P. M., Daniel Boone Tavern—Annual Subscription Banquet of the Missouri Writers' Guild.

Tuesday, May 23

9:00 A. M., Jay H. Neff Hall—"A Promotion Department for the Smaller Newspaper"—David R. Williams, manager, Service and Promotion Department, St. Louis Globe-Democrat.

"The Value of an Advertising Club in Your Town"—Lou E. Holland, vice-president, Seventh District, Associated Advertising Clubs of the World, Kansas City.

"Getting Personality Into Advertising Copy"—George L. Cartlich, advertising manager, Woolf Bros., Kansas City.

"The Work of Women in Advertising"—Miss Edna Davis, advertising department, Stix, Baer & Fuller, St. Louis.

Noon, Daniel Boone Tavern—Alpha Delta Sigma, advertising fraternity, and Gamma Alpha Chi, advertising sorority, will give a luncheon for invited guests.

2:00 P. M., Jay H. Neff Hall—"Some Observations"—Herbert Quick, novelist, of Coolfont, Berkeley Springs, W. Va.

"About Gathering News"—Benjamin H. Reese, city editor, St. Louis Post-Dispatch.

"Some Phases of Journalism in Mississippi"—C. T. Rand, editor and publisher, the Neshoba Democrat, Philadelphia, Miss.

"A Washington Reporter's Notebook"—Charles G. Ross, Washington correspondent, St. Louis Post-Dispatch.

8:00 P. M., Jay H. Neff Hall—"Assembling and Distributing World News"—Karl A. Bickel, vice-president, United Press Associations, New York City.

"Adventures on a Flat-Top Desk"—Harry Hansen, literary editor, the Chicago Daily News.

Following this program the Dana Press Club will give its annual smoker for all Journalism Week visitors at the clubhouse, 906 University Ave.

Wednesday, May 24

9:00 A. M., Jay H. Neff Hall—Open meeting of the Missouri Press Association, the president, J. F. Hull, editor and publisher the Tribune, Maryville, presiding.

"Feature Writing"—Mrs. May Hilburn, feature writer, News Herald, Joplin.

"Liking your Neighbor Newspaper"—Ray Van Meter, the Republican, Trenton.

"A Newspaper Without a Sideline"—E. E. Swain, the Express, Kirksville.

"The Publisher and His Community"—George W. Marble, the Tribune-Monitor, Fort Scott, Kans.

"What the Subscriber Says—a Survey"—A. L. Baumgart, Successful Farming, Des Moines.

2:00 P. M., Jay H. Neff Hall—"Building a Daily Newspaper"—W. J. Sewall, the Press, Carthage.

"From Missouri to Hawaii and Return"—William Southern, Jr., the Jackson Examiner, Independence.

"Breaking Down News Barriers"—James Wright Brown, president and editor, Editor and Publisher Co., New York City.

"The Editorial Page"—Fred C. Trigg, editorial writer, the Kansas City Star.

"Selling Advertising to Non-Advertisers"—Fred Naeter, the Southeast Missourian, Cape Girardeau.

5:00 P. M., Starting from Jay H. Neff Hall—Inspection of the East Campus of the University, under the guidance of H. F. Major, assistant professor of landscape gardening, and superintendent of grounds.

6:00 P. M., Daniel Boone Tavern—Meeting of the Association of Past-Presidents, Missouri Press Association.

6:00 P. M., College Inn—Dinner by Kappa Tau Alpha, honorary journalistic fraternity, for invited guests.

8:00 P. M., Jay H. Neff Hall—"Some Practical Suggestions for Beginners in Journalism"—George B. Dealey, president and general manager, the News, Dallas, Texas.

"World News Communication"—Marlen E. Pew, editor and manager, International News Service, New York City.

Following this program, all Journalism Week visitors are invited to attend a reception by Theta Sigma Phi, journalistic sorority, and Sigma Delta Chi, journalistic fraternity, at the Sigma Chi fraternity house, 500 College Ave.

Thursday, May 25

9:00 A. M., Jay H. Neff Hall—Open session of Missouri Press Association.

"The Human Touch in Journalism"—C. L. Ficklin, the Herald, Maysville.

"Covering the News Field"—Frank E. Greenlee, the Tribune, Kahoka.

Discussion, led by Miss Mary Wightman, the Clipper, Bethany.

"Cultivating the Job Side of the Business"—Dwight Brown, Daily American, Poplar Bluff.

Discussion, led by Mrs. Cora B. Stufflebaum, the Herald, Bolivar.

"The Woman in Country Journalism"—Miss Doris Hollenbeck, the Journal, West Plain.

"The Value of Organization"—G. L. Caswell, field secretary, Iowa Press Association.

Noon, Daniel Boone Tavern—Commercial Club luncheon for all registered out-of-town Journalism Week visitors.

3:00 P. M., Jay H. Neff Hall—"Some Points on the Law of the Press"—Rome G. Brown, of the Minneapolis bar.

"Journalism in South America"—Dr. Sebastio Sampaio, Rio de Janeiro.

"The Press and the Brazilian Centennial"—Frank A. Harrison, United States commissioner to Brazilian Exposition.

5:00 P. M.—All registered out-of-town Journalism Week visitors will be individual dinner guests of Columbia citizens. Visitors should assemble in Jay H. Neff Hall, where introductions will take place.

7:30 P. M., Knights of Columbus Student Home, College and Bass Avenues—Inspection of semiannual Flower Show of the Columbia Garden Club.

8:15 P. M., Jay H. Neff Hall—"Country Journalism as a Profession of Public Service"—W. W. Ball, editor, the State, Columbia, S. C.

"The New Journalism"—S. J. Duncan-Clark, editor, the Chicago Evening Post.

Friday, May 26

9:00 A. M., Jay H. Neff Hall—Open session of Missouri Press Association.

"The Business Outlook for Country Newspapers"—Clint H. Denman, the Herald, Sikeston.

Discussion, led by C. P. Dorsey, the Sun, Cameron.

"Values of District Press Associations"—by representatives of Northeast Missouri, Northwest Missouri, Southeast Missouri and Ozark Press Associations.

"A Little Walk with Pan"—Louis Dodge, author, St. Louis.

"Journalism as a Field for Women"—Mrs. Lois K. Mayes, president, the Journal, Pensacola, Fla.

"A Newspaper Survey"—J. S. Hubbard, executive secretary, Missouri Press Association.

2:00 P. M., Jay H. Neff Hall—Business session, Missouri Press Association.

Report of Reorganization Committee: Dean Walter Williams, chairman; C. L. Ficklin, Maysville Herald; E. E. Swain, Kirksville Express; W. J. Sewall, Carthage Press; L. L. Carter, California Herald.

4 to 6 P. M., President's House (Francis Guadrangle)—Journalism Week visitors will be guests at a tea given by President and Mrs. J. C. Jones.

6:30 P. M., Daniel Boone Tavern—Radio Banquet.

Saturday, May 27

Round-table group conferences, Jay H. Neff Hall.

Journalism Alumni Organize—1923

The Made-in-Manchuria Banquet on Friday evening of the fourteenth annual Journalism Week (May 21-26, 1923) proved another splendid attraction, with unusual souvenirs and decorations as well as menu. The South Manchuria Railway Company co-operated with the School in obtaining contributions. The program, printed on elaborate Oriental paper in both English and Chinese,

included music by the Kemper Military School orchestra and talks by distinguished visitors.

The School of Journalism graduating class of 1913 held its tenth anniversary reunion this year and a luncheon was given at Daniel Boone Tavern for all alumni of the School. Forty-five attended this luncheon and formed a permanent journalism alumni organization which has since that date held annual meetings in Columbia during Journalism Week and taken an active part in the program.

The outstanding feature of the week's program was a plea for tolerance and understanding; a plea for public service to make a better and more progressive world; a plea for recognition of the press as an instrument for humanity and public righteousness. About three hundred visitors registered, an increase of forty over 1922. There were delegates from Louisiana, New York, California, Pennsylvania and Wisconsin.

The full program follows:

Monday, May 21

9:00 A. M., Jay H. Neff Hall—Open Meeting of Missouri Writers' Guild.

"Fiction and the Classroom"—Miss Dorothy Scarborough, Columbia University.

"The New Dialect Story"—Robert L. Ramsay, professor of English, University of Missouri.

"The Future of the Guild"—James W. Earp, Kansas City.

2:00 P. M., Jay H. Neff Hall—"Old Standards and New Stories"—Miss Temple Bailey, St. Louis, author of "The Dim Lantern."

"Novel Writing—Its Cause and Cure"—Jay William Hudson, professor of philosophy, University of Missouri; author of "Abbe Pierre."

"A Publisher's Viewpoint of Writing"—E. Haldeman-Julius, Girard, Kan., author and publisher.

"Favorite Missouri Poems"—Mrs. H. C. McCahan, Kirksville.

Business session.

7:00 P. M., Daniel Boone Tavern—Annual Subscription Banquet of the Missouri Writers' Guild.

Tuesday, May 22

9:00 A. M., Jay H. Neff Hall—"The Making of the Cartoon"—D. R. Fitzpatrick, St. Louis Post-Dispatch.

"Journalism and Literature"—E. Haldeman-Julius, author, president, Haldeman-Julius Co., Publishers, Girard, Kan.

"Reporting a Legislature"—Asa Hutson, St. Louis Globe-Democrat.

2:00 P. M., Jay H. Neff Hall—"An American Reporter in China" —Frank H. Hedges, Peking correspondent, the Japan Advertiser and the Philadelphia Public Ledger.

"Some Opportunities in Journalism for Women"—Miss Beatrix Winn, secretary, Northwest Missouri Press Association, Maryville.

"Advertising as a Career for Women"—Miss Elizabeth Bickford, of N. W. Ayer & Son, Chicago.

"The Young Woman in Journalism"—Mrs. T. A. Boyd, the Minneapolis News, Minneapolis.

8:00 P. M., Jay H. Neff Hall—"Special Features in the Newspaper"—Frederick J. Haskin, the Haskin Service, Washington, D. C.

"A Trip to Manchuria"—Motion picture illustrative of activities of the South Manchuria Railway.

Following this program the University of Missouri Journalism Students Association, Inc., will present "The Tale of the Tiger," a motion picture film depicting interesting events of the school year at the University of Missouri.

Wednesday, May 23

9:00 A. M., Jay H. Neff Hall—Open session of the Missouri Press Association.

"The Editorial Content"—Edward Felgate, manager, the Jeffersonian, Higginsville.

"The Newspaper and the Man in the Office"—Charles U. Becker, Secretary of State, Jefferson City.

"Some Local Features"—T. G. Thompson, publisher, the Shelby County Herald, Shelbyville.

"Building an Editors' Clubhouse"—E. S. Bronson, the American, El Reno, Okla., vice-president for Oklahoma, National Editorial Association.

"The Plain Speech of the People"—Harry Hansen, literary editor, the Chicago Daily News.

2:00 P. M., Jay H. Neff Hall—"Foreign News Services"—J. H. Furay, foreign editor, United Press Association, New York City.

"What the Farmer Wants in the Newspaper"—Chester H. Gray, former president of the Missouri Farm Bureau Federation, Nevada.

"What the Preacher Wants in the Newspaper"—Dr. Claudius B. Spencer, editor, Central Christian Advocate, Kansas City.

"What the Lawyer Wants in the Newspaper"—Jesse W. Barrett, Attorney-General of Missouri, Jefferson City.

5:00 P. M.—Annual meeting of the Association of Past-Presidents, Missouri Press Association, at the home of E. W. Stephens, East Windsor street. Dinner with Mr. Stephens.

8:00 P. M., Jay H. Neff Hall—"The Washington Assignment"—J. Fred Essary, Washington correspondent, the Baltimore Sun.

"Journalism, Old and New"—Willis J. Abbot, editor, the Christian Science Monitor, Boston, Mass.

Following this program, all Journalism Week visitors are invited to attend a reception by Gamma Alpha Chi, advertising sorority, and Alpha Delta Sigma, advertising fraternity, at the Kappa Sigma House, Stewart Road.

Thursday, May 24

9:00 A. M., Jay H. Neff Hall—Open session of Missouri Press Association.

"Some Observations on Journalism in the Orient"—Oscar E. Riley, New York City.

"The Missouri Blue Book"—Charles W. Fear, office of the Secretary of State, Jefferson City.

"The Personal Touch in Advertising"—R. E. Shannon, business manager, the Evening Journal, Washington, Ia.

"Shall the Newspaper Do Commercial Printing?"—William Southern, Jr., editor, Examiner, Independence.

12 M., Daniel Boone Tavern—Commercial Club luncheon for all registered out-of-town Journalism Week visitors.

3:00 P. M., Jay H. Neff Hall—"The Make-Up of the Newspaper"—Edgar C. Nelson, editor, the Advertiser, Boonville.

"Farmers' Advertising"—D. C. Simons, editor, Worth County Tribune, Grant City.

"Tendencies in American Journalism"—William B. Colver, general editorial manager, Scripps-Howard Newspapers, Washington, D. C.

8:00 P. M., Jay H. Neff Hall—"The Making of a Newspaper"—Louis Wiley, business manager, New York Times.

"Devitalized Journalism"—Richard Lloyd Jones, editor-in-chief and publisher, Perry-Lloyd Jones Newspapers, Tulsa, Okla.

Friday, May 25

9:00 A. M., Jay H. Neff Hall—Open session of Missouri Press Association.

"High School News"—A. L. Preston, president, Democrat-News Printing Co., Marshall.

"The Small-Town Daily"—Alfonso Johnson, manager, the Columbia Evening Missourian.

"The New Journalism"—Frank P. Glass, editorial director, St. Louis Star.

2:00 P. M., Jay H. Neff Hall—Business session of Missouri Press Association.

Round table discussion and question-box conducted by J. S. Hubbard, executive secretary, Missouri Press Association.

4:00 P. M., Jay H. Neff Hall—"The Making of the Intertype"—motion picture exhibition.

6:30 P. M., Rothwell Gymnasium—Made-in-Manchuria Banquet, given by the School of Journalism in association with the South Manchuria Railway.

Evening Programs Broadcast—1924

During the fifteenth annual Journalism Week, May 12-27, 1924, the evening programs were broadcast from radio station WOS at Jefferson City. By this time the system or method of planning and managing Journalism Weeks was pretty well perfected. Students in the School looked forward to a week of co-operating with the faculty to welcome the many guests and make them com-

fortable and happy. So well did they succeed that frequently men and women who had planned to come to Columbia merely to make an address and then depart, remained the entire week to enjoy the hospitality of Columbia and Missouri University and to participate in the give and take of practical and inspirational ideas. Many as they left verbally hoped they would be invited the next year to remain the entire week. The School of Journalism student organizations vied with one another in entertainment. The Chamber of Commerce and various divisions of the University contributed their share of entertainment. Breakfasts, luncheons, teas and dinners and evening receptions made every day opportunity for Columbia and Missouri journalists to meet one another and the visitors from other states and countries at informal and delightful gatherings. If baseball games, horse show, flower show, Farmers' Fair, or any other such public event were scheduled in Columbia during Journalism Week the journalism guests were given free tickets and special arrangements were made so there would be no serious conflict between such events and the journalism program.

The School of Journalism Alumni Association which in 1923 began actively to take part in Journalism Week programs, this year began its annual Journalism Week dinners. The State Historical Society of Missouri this year had a special display in its library for the benefit of visiting journalists. It included the Mark Twain library, said to be the most complete in the country, and the Missouri newspaper department of twelve thousand volumes. Various kinds of newspaper tissue, and photostatic reproduction were displayed.

Interesting charts showing the distribution of School of Journalism graduates—where they were engaged in journalistic work—were exhibited in Jay H. Neff Hall. The twenty-eight bulletins that had been published up to this time by the School of Journalism were on display and were distributed upon request to visitors.

The Special Edition Banquet Friday evening at the Daniel Boone Tavern included a program of musical and dramatic interpretation numbers in addition to brief talks by prominent journalists. Inside the beautifully printed program at each place was a copy of a cable sent to Dean Walter Williams by Paul Dupuy, owner and publisher of La Petite Parisienne and Excelsior, controller of twenty-two publications in all. Senator Dupuy was a guest of the School of Journalism in November of 1923. The telegram read: "I consider journalism as the highest mission a man can fulfill. If the readers sometimes seem to turn to that which is lower or vulgar it is because we have not known how to interest them in that which is noble, inspiring, and constructive. Sincerity and good will are more effective and produce greater results in the Press than in any other branches of human activity. Prosperous advertising can only be developed on these bases. I deeply admire your School of Journalism, the most interesting of all I visited, and wish it every success which it truly merits. Cordially, Paul Dupuy."

The banquet program contained a complete list of 1924 Journalism Week visitors in addition to cleverly written description of the events of the banquet entertainment. Among the entertainers were: The male quartet from the University Glee Club; Zachary W. Taylor in dramatic interpretation; Miss Ellen Jane Froman, soloist; Christian College sextet; Stephens College quartet. The menu was written in story-style as "Suggestions for the Evening Meal."

The general program for the week follows:

Monday, May 12

9:00 A. M., Jay H. Neff Hall—Open meeting of Missouri Writers' Guild, President J. Breckenridge Ellis, of Plattsburg, presiding.

The President's Greeting.

Report of the Secretary-Treasurer, P. Casper Harvey, Liberty.

Messages from Past Presidents—Hugh F. Grinstead, Columbia, and Louis Dodge, St. Louis.

"Writing for Young People"—Miss Catha Wells, Los Angeles.

"The Guild Outing"—James W. Earp, Herrington, Kan.

"Literary Possibilities in Missouri History"—Floyd C. Shoemaker, Columbia.

2:00 P. M., Jay H. Neff Hall—"Why Writers Should be Philosophers,"—Dr. Jay William Hudson, professor of philosophy, University of Missouri; author of "Nowhere Else in the World."

"Cramped Style"—Mrs. Mary Blake Woodson, Kansas City.

"Missouri Literary Material for Missourians"—personal expressions from Sara Teasdale, Augustus Thomas, Fannie Hurst, Zoe Akin, Rupert Hughes, and others, compiled by Miss Catherine Crammer, late of New York City.

"A Missouri Free Lance Down South"—Herbert J. Maughiman, New Orleans.

"What Writers Should Know"—T. C. O'Donnell, editor, Writer's Digest, Cincinnati.

7:00 P. M., Daniel Boone Tavern—Annual Subscription Banquet of the Missouri Writers Guild.

Tuesday, May 13

9:00 A. M., Jay H. Neff Hall—"The Making of the Cartoon"—Roy H. James, St. Louis Star.

"The Newspaper Library and Morgue"—Charles B. Maugham, librarian, St. Louis Post-Dispatch.

"By-Products of Journalism"—Edgar White, editor, Daily Chronicle-Herald, Macon.

"The Joyful Service of Reporting"—A B. MacDonald, the Ladies Home Journal.

2:00 P. M., Jay H. Neff Hall—"The Writing of the Feature Story"—T. C. O'Donnell, editor of the Writer's Digest, Cincinnati.

"Opportunities for Women in Advertising"—Mrs. Faith G. Sharratt, advertising manager, John Taylor Dry Goods Co., Kansas City.

"The Woman's Page"—Mrs. Florence Riddick Boys, the Pilot, Plymouth, Ind.

"Journalism as a Career for Women"—Mrs. Marie Weekes, Editor, Norfolk Press, Norfolk, Neb.

Discussion led by Miss Sara L. Lockwood, assistant professor of journalism, University of Missouri.

8:00 P. M., Jay H. Neff Hall—"British and American Journalism" Percy Sutherland Bullen, American representative the Daily Telegraph, London, England.

"Journalism and World Affairs"—Charles R. Crane of New York City, former minister to China.

Wednesday, May 14

8:30 A. M.—Annual meeting of the Association of Past Presidents of the Missouri Press Association, at "Rockhurst," the home of Marshall Gordon, Ashland road; breakfast with Mr. Gordon.

9:00 A. M., Jay H. Neff Hall—Open session of Missouri Press Association, President Asa W. Butler, editor and publisher, the Capital, Albany, presiding.

"Some Journalistic Ethics"—W. J. Sewall, editor, the Press, Carthage.

"Opportunities in Business and Technical Journalism"—Allen W. Clark, president, American Paint Journal Co., St. Louis.

"Newspaper Promotion by Advertising"—Douglas V. Martin, Jr., manager of publicity, St. Louis Globe-Democrat.

2:00 P. M., Jay H. Neff Hall—"What the Lawyer Wishes From the Newspaper"—Guy A. Thompson, president, Missouri Bar Association, St. Louis.

"What Women Wish From the Newspaper"—Mrs. Rachel Stix Michael, St. Louis; Mrs. W. K. James, St. Joseph.

"What the Farmer Wishes From the Newspaper"—Thad Show, Charleston.

4 to 6 P. M., Rollins Field—Horse Show, conducted by students in the College of Agriculture of the University of Missouri.

8:00 P. M., Jay H. Neff Hall—"News and Other Features of the Newspaper"—M. Koenigsberg, general manager, International News Service, New York.

"Ideals and Methods of English Newspapers"—Sidney F. Wicks, the Manchester Guardian, Manchester, England.

"From Trees to Tribunes"—motion picture illustrative of the production of the Chicago Tribune.

The evening program will be followed by a reception given by Sigma Delta Chi, journalistic fraternity, at the Phi Kappa Psi house, 820 Providence road.

Thursday, May 15

9:00 A. M., Jay H. Neff Hall—Open session of Missouri Press Association.

"Special Features in the Country Newspaper"—E. J. Melton, publisher, the Republican, Caruthersville.

"The Telephone as an Aid to Journalism"—Percy Redmund, general manager, Southwestern Bell Telephone Co., St. Louis.

"Advertising from the Retail Merchant's Standpoint"—Paul Harris, McLaughlin Bros. Furniture Co., Boonville.

"Organization and Functioning of an Advertising Agency"—Stanley Resor, president, J. Walter Thompson Company, New York City.

Noon, Daniel Boone Tavern—Commercial Club luncheon for all registered out-of-town Journalism Week visitors.

Noon, Harris' Cafe—Reunion luncheon of journalism class of '14.

2:30 P. M., Jay H. Neff Hall—"Co-Operation Among Country Newspapers for National Advertising"—Herman Roe, the News, Northfield, Minn.; president, Country Newspapers, Inc.

"The Value of Organization"—Wallace Odell, the News, Tarrytown, N. Y.; president, National Editorial Association.

"Early American Journalism"—John Clyde Oswald, editor, the American Printer, New York City.

"Some Tendencies in Journalism"—Frank O. Edgecomb, the Signal, Geneva, Neb.

4:30 P. M., Jay H. Neff Hall—Conference of Missouri daily newspaper group, led by W. C. Van Cleve, the Monitor-Index, Moberly.

5:00 P. M., McAllister's Cafeteria—Reception for all alumni and former students of the School of Journalism. Dinner at 6 P. M.

8:00 P. M., Jay H. Neff Hall—"Visitors of Other Days"—motion picture taken at the School of Journalism.

"The Journalism of the Orient"—Kinuji Kobayashi, former editor of Chuwo, Tokyo; now American representative, South Manchuria Railway, New York City.

"Gathering News in American and Elsewhere"—Karl A. Bickel, president, United Press Associations, New York City.

The evening program will be followed by a smoker for Journalism Week visitors at the Pi Kappa Alpha house, 210 South Ninth Street; given by Alpha Delta Sigma, advertising fraternity.

Friday, May 16

9:00 A. M., Jay H. Neff Hall—Open session of Missouri Press Association.

"Needed Newspaper Legislation"—W. E. Freeland, editor, the Taney County Republican, Forsyth.

"Newspaper Make-Up"—W. Clyde Fuller, the Rustic, Lebanon.

"Political Independence in the Country Newspaper"—O. J. Ferguson, the Democrat-News, Fredericktown.

"Some Personal Experiences in Country Journalism"—Charles M. Meredith, the Free Press, Quakertown, Pa.; Clayton T. Rand, the Neshoba Democrat, Philadelphia, Miss.; Mrs. H. E. Hogue, the Herald, Eaton, Colo.

11:00 A. M., Room 205, Jay H. Neff Hall—Conference of Missouri United Press newspapers.

11:30 A. M., South door of Jay H. Neff Hall—Presentation of memorial to the School of Journalism by the class of '23.

Presentation address on behalf of the class, by Eugene T. Stout, St. Joseph, Mo., president.

Acceptance on behalf of the school, by Don D. Patterson, assistant professor of advertising. Dean Walter Williams, presiding.

2:00 P. M., Jay H. Neff Hall—Business session of Missouri Press Association.

Round-table discussion and question-box, conducted by Joseph S. Hubbard, secretary, Missouri Press Association.

3:30 to 5:30 P. M., Columbia Country Club—Tea for all Journalism Week visitors, given by Theta Sigma Phi, journalism sorority, and Gamma Alpha Chi, advertising sorority.

6:30 P. M.—Daniel Boone Tavern—Special Edition Banquet.

Book Banquet at Country Club—1925

The 1925 Journalism Week program (May 4 to 8) carried four new views of Jay H. Neff Hall as a cover design, and included inside a picture of gifts made to the School of Journalism by different graduating classes.

Among the displays in Jay H. Neff Hall especially planned for this week were: A collection of advertising copy written by students in the School of Journalism; a display of winners in contests conducted at the School of Journalism May 1 and 2 for high school and junior college publications. Complimentary copies of the Columbia Missourian were available to all Journalism Week visitors each evening. Again the evening programs of

the week were broadcast by WOS at Jefferson City. Dr. and Mrs. W. C. Curtis of Columbia, members of the Missouri Writer's Guild, had for several years held informal reception on Sunday evening previous to Journalism Week for member of the Guild and their friends who came early to the city. In 1925 this reception, now accepted as an annual event, was put on the printed Journalism Week program.

The 1925 banquet, held this time at the Columbia Country Club, was called The Book Banquet, featuring literary writing. Five or six volumes of recent books contributed by various publishing houses all over the country, were given as banquet favors. The program included the saying of grace, the dinner, after-dinner speeches by distinguished guests, and the presentation of souvenirs. The menu included:

Fruit cocktail

Olives Salted almonds

Sweet gherkins

Spring chicken Cream gravy

Old Country Ham

New Potatoes Tiny peas

Stuffed tomato salad

Thousand island dressing

Fresh strawberry shortcake with whipped cream

Coffee Candies

Cigars and cigarettes.

The week's program follows:

Monday, May 4

9:00 A. M., Jay H. Neff Hall—Opening meeting of Missouri Writers' Guild, Acting President James W. Earp of Kansas City presiding.

Address by the president of the guild.

"Missouri Poets, Known and Unknown"—Mrs. Blanche Sage Hazeltine, writer of children's stories and verse, Kansas City.

"Writing the Western Story"—Hugh F. Grinstead, short story writer, Columbia.

"What Women Readers Want"—Mrs. Ida Mighlario, editor, The Household, Topeka, Kan.

"The Value of an Outing with Writers"—Mrs. Amy Barron Leonard, short story writer, Kansas City.

"Novels and Novelists"—Dr. Jay W. Hudson, professor of philosophy, University of Missouri.

2:00 P. M., Jay H. Neff Hall—"Poetry as I See It"—Joseph S. DeRamus, associate editor, Rock Island Magazine, Chicago.

"The Free Lance Writer and His Opportunities"—Edward Bernard Garnett, editor, Kansas City Star Magazine.

"Children's Magazines, and What They Like"—Miss Marjorie Barrows, assistant editor, Child Life, Chicago.

"Poetry Markets"—Mrs. Mae Williams Ward, of the Kansas City Authors' Club.

4 to 6 P. M.—Exhibition and tea given by Columbia artists, Room 231, West Agricultural Building, corner Hitt street and University avenue.

7:00 P. M., Daniel Boone Tavern—Annual Subscription Banquet of the Missouri Writers' Guild.

Tuesday, May 5

9:00 A. M., Jay H. Neff Hall—"The Cartoon and the Newspaper"—Roy H. James, cartoonist, St. Louis Star.

"Photography for the Newspaper"—Wade Mountfortt, Jr., Kansas City Journal-Post.

"Reporting at the State Capital"—R. E. Holliway, Jefferson City correspondent, Kansas City Journal-Post.

"Sunday Stories"—Edward Bernard Garnett, editor, Kansas City Star Magazine.

"Doing Special Features"—Arthur Frederick Killick, Kansas City.

"Some Opportunities Presented to Women in a Newspaper Office"—Mrs. Lois K. Mayes, former editor and publisher, Pensacola (Fla.) Journal.

2:00 P. M., Jay H. Neff Hall—"Advertising a City"—Gus Viron Kenton, director, St. Louis News Service.

"International News Communications"—Walter Stowell Rogers, of New York City, American member of the World Conference on International Communications.

"Women and the Magazine"—Miss Martha Stipe, editor Holland's Magazine, Dallas, Texas.

"Editing a Children's Magazine"—Miss Marjorie Barrows, assistant editor, Child's Life, Chicago.

"How to Get a Job in Journalism"—Mrs. Susan Shaffer Dibelka, manager Woman's National Journalistic Register, Inc., Chicago.

4:00 P. M., Rollins Field—Baseball, Washington vs. Missouri.

6:00 P. M., Harris' Cafe—Kappa Tau Alpha fifteenth anniversary dinner for members.

7:30 P. M., Jay H. Neff Hall—Music by a string ensemble under the leadership of I. L. Tello, instructor in violin in the School of Fine Arts of the University of Missouri.

"Journalism as Public Service"—Marcellus Elliott Foster, president and general manager, the Houston (Tex.) Chronicle.

"The World Day by Day"—Oscar Odd McIntyre, columnist, New York City.

The evening program will be followed by a reception given by Theta Sigma Phi, journalistic sorority, and Sigma Delta Chi, journalistic fraternity, at the Delta Upsilon house, 900 University Avenue.

Wednesday, May 6

8:00 A. M., The Inglenook—Theta Sigma Phi breakfast for members.

9:00 A. M., Jay H. Neff Hall—Open session of the Missouri Press Association, President Eugene B. Roach, editor and publisher, Carthage Democrat, presiding.

"Some Observations on Newspaper Advertising"—George M. Burbach, advertising manager, St. Louis Post-Dispatch.

"A New Profession—Public Relations"—Frank LeRoy Blanchard, of Henry L. Doherty & Co., New York City.

"Editorial Research"—Burt P. Garnett, Editorial Research Reports, Washington, D. C.

Noon, Daniel Boone Tavern—Luncheon by Sigma Delta Chi in honor of visiting alumni members.

2:00 P. M., Jay H. Neff Hall—"Making Fifty Per Cent Return on Country Newspaper Investment"—Clayton Thomas Rand, editor, the Neoshoba Democrat, Philadelphia, Miss.

"Modern Tendencies in Journalism,"—Elbert H. Baker, president, Cleveland Plain Dealer.

"The Near City Daily"—Charles H. Whitaker, editor, Clinton Democrat.

"Building a Classified Page in a Country Weekly"—W. Earle Dye, editor, the Richmond Missourian.

4:30 P. M., Francis Quadrangle—Dress parade, University R. O. T. C.

5:00 P. M., Jay H. Neff Hall—Annual Meeting of the Association of Past Presidents of the Missouri Press Association, followed by a dinner given by Col. J. West Goodwin, of Sedalia, at the Daniel Boone Tavern.

6:45 P. M., Francis Quadrangle—Concert by University Cadet Band.

8:00 P. M., Jay H. Neff Hall—"Getting the Truth"—Lewis Craig Humphrey, editor, Louisville, Ky., Herald and Post.

"The News of the World"—Chester R. Hope, editor Universal Service, New York City.

The evening program will be followed by a reception given by Gamma Alpha Chi, advertising sorority, and Alpha Delta Sigma, advertising fraternity, at Pi Kappa Alpha house, 210 South Ninth St.

Thursday, May 7

9:00 A. M., Jay H. Neff Hall—"The Equipment of the Rural Office"—A. H. Steinbeck, editor, Union Republican-Tribune.

"The Value of Press Organizations"—George Watson Marble, editor, Fort Scott, Kan., Tribune-Monitor, and president of the National Editorial Association.

"The Making of a Country Newspaper"—Elmo Scott Watson, editor The Publishers' Auxiliary, Chicago.

"The Making of a Newspaper"—C. P. Dorsey, publisher of the Cameron Sun.

"The Press and the General Assembly"—Edward Henry Winter, the Warrenton Banner.

"The Freedom of the Press"—Harry Barstow Hawes, representative in Congress from the eleventh district of Missouri.

Noon, Daniel Boone Tavern—Columbia Commercial Club luncheon for all registered out-of-town Journalism Week visitors.

Noon, Harris' Cafe—1915 Journalism Class Reunion luncheon.

2:00 P. M., Jay H. Neff Hall—"Advertising from the Standpoint of the Country Merchant"—John H. DeWild, manager, merchants' service department, Ely & Walker Dry Goods Co., St. Louis.

"Getting National Advertising for the Country Newspaper"—James O'Shaughnessy, executive secretary, American Association of Advertising Agencies, New York City.

"Does a Fighting Editorial Policy Pay?"—Walter M. Harrison, managing editor, the Daily Oklahoman, Oklahoma City.

"Editorship by Women"—Mrs. Pauline Jaqua Taubert, editor of the Warrensburg Weekly Standard-Herald.

2:00 P. M., Hotel Columbian—Business Session, Missouri Democratic Press Association.

5:00 P. M., McAllister's Cafeteria—Reception for alumni and former students, followed by dinner and annual business meeting at 6 P. M.

7:30 P. M., Jay H. Neff Hall—Music by the University of Missouri Glee Club, under the leadership of Prof. Herbert Wall, of the School of Fine Arts.

"Reporting for the United States in Foreign Lands"—J. H. Furay, vice-president in charge of foreign services, United Press Associations, New York City.

"The Profession of Journalism"—James Thomas Williams, Jr., editor, Boston American.

The evening program will be followed by a garden party given by Columbia alumni of the School of Journalism, at the Delta Upsilon house, 900 University Avenue.

Friday, May 8

9:00 A. M., Jay H. Neff Hall—"County Organization Work"—William E. Arthur, publisher, the Crystal City Press.

"News in a Country Newspaper"—B. J. Bless, Jr., manager, the Weston Chronicle.

"Watching for Fake Advertising"—R. C. Ferguson, editor, the Buffalo (Mo.) Reflex.

2:00 P. M., Jay H. Neff Hall—Business session of the Missouri Press Association.

Round-table discussion—Joseph Stiles Hubbard, executive secretary the Missouri Press Association, presiding.

4:00 P. M., Rollins Field—Baseball, Ames vs. Missouri.

5:00 P. M., University Library Building—Assembly of Banquet Guests. Inspection of University Library and State Historical Society Library. Transportation to the Book Banquet.

6:30 P. M., Columbia Country Club—The Journalism Week Book Banquet.

One Day Given to Alumni—1926

As a part of the seventeenth annual Journalism Week, May 9-15, 1926, several of the Columbia church pulpits were occupied Sunday morning, May 9, by distinguished journalists who appeared later in the week on the general Journalism Week program.

Alumni of the School of Journalism as individuals and as an organization had each year been playing a more important part in the Journalism Week program. This year Thursday was designated Journalism Alumni Day and most of the day's program was given by men and

women graduates. Beginning with journalism fraternity and sorority breakfasts honoring alumni through the addresses of the day, the planting of a vine by the 1926 graduating class, the presentation by alumni of a portrait of Dean Williams as a gift to the School of Journalism, the annual journalism alumni banquet and the concluding evening reception honoring especially the alumni, the whole day gave students and former students a definite part in Journalism Week and in the progress of the School and the University. All these sessions and affairs with the exception of the dinner were open to the public. For the first time the dinner time was extended and arrangements made so Dean Williams and other journalism faculty members could remain at the dinner until the program there was completed and all adjourned to attend the reception. Heretofore the alumni dinner had adjourned at 8:30 p. m. so all could attend a program in Jay H. Neff Hall. Beginning with this year several programs were arranged for Thursday evening so no non-alumni visitors could find edification and entertainment in Jay H. Neff Hall or elsewhere while the alumni and faculty of the School of Journalism held their reunion meeting and dinner.

The Missouri Press Association this year carried over its business session Saturday morning. Executive session of Theta Sigma Phi national governing council was held in Columbia the latter part of the week and addresses made by members of the council on different phases of journalistic work for women were open to the public.

The King Features Syndicate Banquet on Friday evening at Rothwell Gymnasium attracted about five hundred journalists and townspeople. Decorations, souvenirs and program were contributed and arranged in conjunction with the King Features Syndicate. Souvenirs included paper weights representing some quaint cartoon figures, bound volumes of colored cartoons, note books and other paraphernalia of special interest to journalists. The program included vaudeville skits acted by journalism students representing famous cartoon characters of

King Features. There was also music furnished by members of the School of Fine Arts. Talks were made by Gene Fowler, New York, of the King Features Syndicate, Inc., and other prominent visitors. The menu included:

Fruit cocktail

Radishes — Sweet gherkins

Spring Chicken — Country Ham

New potatoes — New beets

Spring salad

Fresh strawberry ice cream

Cake

Coffee. — Cigars — Cigarettes

The week's program follows:

Monday, May 10

9:00 A. M., Jay H. Neff Hall—Open meeting of Missouri Writers' Guild, Mrs. Mary Blake Woodson, Kansas City, president.

Address by the president of the guild.

"Tips for Feature Story Writers"—Mrs. Frances Jacobi O'Meara, feature writer, Martinsburg.

"The Ideal Story from the Illustrator's Point of View"—Monte Crews, magazine illustrator, New York, Chicago, and Kansas City.

"What is Happening to the American Short Story?"—Mrs. Emily Newell Blair, article and fiction writer, Joplin.

"Is the Agent a Help or a Hindrance to a Writer?"—Dana Gatlin, fiction and feature writer, New York City; formerly literary editor of New York Sun.

"What Happens to the Book Manuscript When It Reaches the Publisher?"—John H. Whitson, novelist, Mexico; formerly reader for Little, Brown & Co., Boston.

2:00 P. M., Jay H. Neff Hall—"The Mystery Story"—Johnstone McCulley, mystery and detective story writer and expert, Colorado Springs and New York City (Read by Mrs. Velma West Sykes, Kansas City.)

"If You Must 'Free-Lance,'"—Cedric Worth, feature writer, Kansas City Journal-Post; formerly free lance of New York City.

"Building and Marketing the American Novel"—Margaret Hill McCarter, novelist and author, Topeka, Kan.

6:30 P. M., Harris' Cafe, 210 South Ninth Street—Missouri Writers' Guild Bohemian Dinner.

Tuesday, May 11

9:00 A. M., Jay H. Neff Hall—"The Origin, Development and Influence of Cartoons"—Clifford K. Berryman, cartoonist, Washington Evening Star, president of the Gridiron Club.

"Of Interest to Children"—Mrs. Wayne Sprague, children's editor, Des Moines Register & Tribune-News.

"Advertising as a Field for Women"—Mrs. A. W. Proetz, of the Gardner Advertising Co., St. Louis.

"A Reporter Looks at Europe"—H. J. Haskell, editorial writer, Kansas City Star.

2:00 P. M., Jay H. Neff Hall—"What is the Greatest Need of the Advertising World Today?"—Frank LeRoy Blanchard, Henry L. Doherty & Co., New York City.

"The Editorial Page"—Gene Fowler, editor, Circulation, New York City.

"A Comprehensive Program of Publicity for the Modern Church, Dr. J. E. Bell, associate minister, First Baptist Church, Kansas City.

"The Making of a Column"—Richard Henry Little, special writer, Chicago Tribune.

8:00 P. M., Jay H. Neff Hall—"The Newspaper as an Economic Product"—James Melvin Lee, director, department of journalism, New York University.

"Journalism and Public Service for Women"—Mrs. Bess M. Wilson, editor, Redwood Gazette, Redwood Falls, Minn., and member of the board of regents of the University of Minnesota.

Following this program a reception will be given by Theta Sigma Phi, journalistic sorority, and Sigma Delta Chi, journalistic fraternity, at the Phi Delta Theta fraternity house, 606 College Ave.; all Journalism Week visitors are invited.

Wednesday, May 12

9:00 A. M., Jay H. Neff Hall (Auditorium)—Open session of the Missouri Press Association, President E. H. Winter, editor and publisher, Warrenton Banner, presiding.

"The Editorial Page in the Rural Press"—S. A. Clark, editor, Republican-Record, Carrollton; Will H. Zorn, editor and publisher, Howard County Gazette, West Plains; C. W. Green, editor and publisher, Daily Argus, Brookfield.

"The Present Position of the German Press"—Dr. Emil Dovifat, deputy director of German Institute of Journalism and chairman of the Berlin section of the German Press Association.

9:00 A. M., Jay H. Neff Hall—Room 103—Executive session of National Conference of Alpha Delta Sigma, advertising fraternity. For members only. The conference will continue on Thursday and Friday.

2:00 P. M., Jay H. Neff Hall—"Some Suggestions to Reporters"—Ralph Ellis, general managing editor, Kansas City Journal-Post.

"The News That Is Worth While"—Edgar T. Cutter, superintendent, central division, the Associated Press, Chicago.

"The Press Gallery in Washington"—Charles G. Ross, chief Washington correspondent, St. Louis Post-Dispatch.

"Classified Advertising"—C. W. Nax, manager, classified advertising, St. Louis Globe-Democrat, and president of the Association of Newspaper Classified Advertising Managers.

4:00 P. M., Jay H. Neff Hall—Room 100—Annual meeting of Association of Past Presidents of the Missouri Press Association, followed by a dinner given by Ovid Bell, editor and owner, Fulton Evening Gazette, at the Fulton Country Club.

4:00 to 5:30 P. M., Delta Upsilon house, 902 University Ave.—Tea given by Gamma Alpha Chi, advertising sorority, and Theta Sigma Phi, journalistic sorority. All Journalism Week visitors are invited.

6:00 P. M., Harris' Cafe—Dinner by Kappa Tau Alpha, honorary journalistic society, for members and invited guests. Alumni

should make reservations with R. S. Mann or T. C. Morelock, 109 Jay H. Neff Hall, not later than noon.

7:30 to 8:00 P. M., Francis Quadrangle (in front of Jay H. Neff Hall)—Concert by University Cadet Band, under the direction of George Venable.

8:00 P. M., Jay H. Neff Hall—"Practicing the Profession of Journalism"—E. C. Hopwood, editor Cleveland Plain Dealer, and president of the American Society of Newspaper Editors.

Motion picture showing steps in the publication of La Prensa, great daily newspaper of Buenos Aires, Argentina.

Following this program, a reception will be given by Gamma Alpha Chi, advertising sorority, and Alpha Delta Sigma, advertising fraternity, at the Kappa Sigma fraternity house, Sixth and Elm streets. All Journalism Week visitors are invited.

Thursday, May 13

8:00 A. M., The Inglenook (705 Missouri Ave.) Theta Sigma Phi breakfast for alumnae members.

8:00 A. M., Harris' Cafe—Gamma Alpha Chi breakfast for alumnae members.

9:00 A. M., Jay H. Neff Hall—"The Newspaper and Public Opinion"—Herbert Bayard Swope, executive editor, New York World.

"Writing of Agriculture for the Daily and Weekly Press"—Frank Ridgway, agricultural editor, Chicago Tribune.

"Observations on Reporting"—Rex Magee, editor and publisher, Mississippi Veteran, for the state department of the American Legion, Jackson, Miss.

"Opportunities of the Rural Weekly Newspaper"—Harry E. Taylor, associate editor, Star-Clipper, Traer, Ia.

"The Great Cementer"—Richard Lloyd Jones, editor, Tribune, Tulsa, Okla.

11:30 A. M., Jay H. Neff Hall—Planting of a vine by the graduating class of the School of Journalism. George N. Elliott, president of the University of Missouri Journalism Students Association, Inc., presiding.

Address by J. Ewing Settle, president of the senior class of the School of Journalism.

12:15 P. M., Daniel Boone Tavern—Luncheon given by Columbia Commercial Club for Journalism Week guests. All registered out-of-town visitors should call at the registration counter Thursday morning for complimentary tickets.

Reunion of Journalism graduates of the class of '16. A special table will be provided for them at the Commercial Club luncheon.

2:00 P. M., Jay H. Neff Hall—"Some New Ideas in the Making of a Country Newspaper"—John C. Stapel, editor, Atchison County Mail, Rockport.

"Advertising as a Field for Women"—Mrs. John K. (Rosalie Tumalty) Dent, advertising department, Stewart Dry Goods Co., Louisville, Ky.

"The Work of the Sunday Editor"—Miss Laura Lou Brookman, Sunday editor, Des Moines Register and Tribune-News.

3:30 P. M., Jay H. Neff Hall—Presentation of a portrait of Dean Walter Williams, painted by Charles F. Galt of St. Louis, a gift to the School of Journalism from its alumni; Rex B. Magee, Jackson, Miss., president of the School of Journalism Alumni Association.

Acceptance: E. Lansing Ray, president of the Globe-Democrat, St. Louis; chairman of the Executive Board of the University; Stratton D. Brooks, president of the University.

6:00 P. M., College Inn—916 Broadway—Subscription dinner of Missouri Associated Dailies. Chief speaker, Don Bridge, manager of merchandising and natural advertising, Indianapolis News, and secretary of the Association of Newspaper Advertising Executives. Reservations should be made by Thursday morning with J. S. Hubbard, executive secretary, Missouri Press Association.

6:00 P. M., Columbian Hotel—Ninth and Walnut streets—Subscription dinner for representatives of Missouri weekly newspapers. Chief speaker, W. C. Jarnagin, editor and publisher Pilot-Tribune, Storm Lake, Ia. Reservations should be made by Thursday morning with J. S. Hubbard, executive secretary, Missouri Press Association.

6:30 P. M., Harris' Cafe—Annual reunion and dinner of the School of Journalism Alumni Association. Reservations, at $1 a plate, should be made with Miss Sara L. Lockwood, secretary, Room 204, Jay H. Neff Hall, before noon Thursday.

8:00 P. M., Jay H. Neff Hall—Motion picture, "The Romance of Paper Making"—furnished by the Mississippi Valley Paper Company.

Motion picture, "Journalism Week, 1925"—including also films taken at the dedication of a stone from St. Paul's Cathedral.

9:30 P. M., Pi Kappa Alpha house, Ninth and Elm streets—Reception given by the Columbia alumni and former students of the School of Journalism. All Journalism Week visitors are invited.

Friday, May 14

9:00 A. M., Jay H. Neff Hall—"A City Newspaper Man in the Weekly Field"—W. C. Jarnagin, editor and publisher, Pilot-Tribune, Storm Lake, Ia.

"System in Weekly Publications"—Mrs. Jessie Childers Williams, editor-in-charge, Free Press, Troy.

"Raising Advertising Rates"—E. Norris Pizer, Jr., associate editor, Tipton Times, and vice-president of the Central Missouri Press Association.

"Some Practical Ways in Which Press Organizations May Aid Newspapers"—Doc Brydon, editor, Bloomfield Vindicator, and president of the Southeast Missouri Press Association; F. L. Stufflebam, editor, Bolivar Herald, and president of the Ozark Press Association; Edgar White, editor, Macon Republican, and president of the Northeast Missouri Press Association; Fred B. Kenower, editor, Breckenridge Bulletin, and vice-president of the Northwest Missouri Press Association.

9:00 A. M., Jay H. Neff Hall, Room 205—Executive session of Theta Sigma Phi National Council. Open to active and alumna members of Theta Sigma Phi.

12:15 P. M., Harris' Cafe—Luncheon for Theta Sigma Phi National Council and other invited guests, given by Gamma chapter of Theta Sigma Phi.

12:15 P. M., The Inglenook—Luncheon by Sigma Delta Chi fraternity for members and invited guests.

2:00 P. M., Jay H. Neff Hall, Auditorium—"Journalism, Literature and so Forth"—Homer Croy, novelist, Forest Hills, Long Island, N. Y.

"Gathering World News"—Karl A. Bickel, president, United Press Associations, New York City.

Presentation of Missouri Ruralist shield, John F. Case, editor, Missouri Ruralist, St. Louis.

"The Press in International Affairs"—Joao Castaldi, proprietor and director, A Capital, Sao Paulo, Brazil.

"The Profession of Journalism in South America"—Dr. Maximo Soto Hall, La Prensa, Buenos Aires, Argentina.

2:30 P. M., Jay H. Neff Hall—Room 205—Executive session of Theta Sigma Phi National Council. Open to active and alumna members of Theta Sigma Phi.

4:30 P. M., Francis Quadrangle—Dress parade, University Reserve Officers Training Corps, direction of Col. M. C. Kerth.

6:30 P. C., Rothwell Gymnasium—The King Features Syndicate Banquet.

Tickets will be distributed, at $2.50 each, from 8 a. m. until 2 p. m. Friday at the registration counter by Miss Cannie R. Quinn, secretary of Banquet Committee. All tickets call for reserved seats.

Saturday, May 15

9:00 A. M., Jay H. Neff Hall—Auditorium—Business session, Missouri Press Association, President E. H. Winter, Warrenton Banner, presiding.

Round-table discussion led by J. S. Hubbard, executive secretary, Missouri Press Association.

Suggested Topics:

Responsibility in printing primary ballots and a price commensurate with the service.

Do special editions create new advertisers?

How to analyze a printing business.

Why a standard rate card?

Value of attractive headlines.

Ways to promote community service.

What should constitute a legal newspaper for publication of legal notices.

Other questions may be submitted by any member. A question box will be placed for this purpose in the corridor of Jay H. Neff Hall.

"Survey of Missouri Rural Newspapers"—John H. Casey, assistant professor of journalism, School of Journalism, University of Missouri.

9:00 A. M., Jay H. Neff Hall, Room 205—Open session under auspices of Theta Sigma Phi National Council. Roundtable discussion led by members of the National Council. Miss Sara L. Lockwood, assistant professor of journalism, School of Journalism, University of Missouri, and national president of Theta Sigma Phi, presiding.

"Newspaper Features"—Mrs. Muriel Steward, of the Minneapolis Journal, national vice-president of Theta Sigma Phi.

"Publicizing Health"—Miss Mildred Whitcomb, assistant editor of Hygeia, Chicago; national secretary of Theta Sigma Phi.

"The Technique of Applying for a Job"—Mrs. Susan Dibelka, head of Woman's National Journalistic Register, Chicago; Register adviser on the Theta Sigma Phi National Council.

"The Woman Reporter in Washington"—Miss Ruby A. Black, associate editor of Equal Rights and writer on political and

labor topics; editor of the Matrix, official national magazine of Theta Sigma Phi; Washington, D. C. .

"Small City Daily Work for the College Woman"—Miss Muriel Kelly, newspaper and magazine writer; national treasurer of Theta Sigma Phi; Appleton, Wis.

"Travel Features and Advertising"—Miss Katherine Simonds, publicity and advertising expert with the Northern Pacific Railway; national organizer of Theta Sigma Phi; Galesburg, Ill.

1:30 P. M.—Automobile ride for Theta Sigma Phi National Council and invited guests.

News Transmission Demonstrated—1927

The cover for the 1927 Journalism Week program (May 9 to 13) was a photograph of the Japanese stone lantern presented to the School of Journalism Nov. 9, 1926, by His Excellency, Tsuneo Matsudaira, the Japanese ambassador to the United States, as a gift of the America-Japan Society of Tokyo. An idea of the thought and time given to the planning of Journalism Week and of its scope of influence and helpfulness may be obtained from the following information given in the 1927 printed program:

"A cordial welcome is extended to you by the School of Journalism. If you have been here for other Journalism Weeks, it is hoped you will find the program this year even more helpful and inspiring than those of the past. If this is the first time you have visited the School, please do not hesitate to ask for information about the School or Journalism Week events. You may find it of interest to inspect Jay H. Neff Hall and observe both its equipment and the displays which have been prepared for the occasion.

"The first thing that we ask is that you please register at the counter on the first floor of Jay H. Neff Hall. If you desire rooms, someone at this counter will aid you in finding them.

"Inquire there also for any mail sent to you in care of the School of Journalism.

"A complimentary copy of the Columbia Missourian will be ready for you at the registration counter each day as soon as it comes from the press. This paper is a product of the laboratory of the School of Journalism

and is published by the students. Please call on Thursday for a copy of the Columbia Herald-Statesman, another paper on which students do all the work, with the exception of taking care of the advertising.

"Courtesy cards, signed by Mayor W. J. Hetzler, will be given to all Journalism Week visitors. Call for yours at the registration counter.

"All Journalism Week sessions are held in the auditorium on the second floor of Jay H. Neff Hall unless announced for another place.

"You may attend any event of the week except in cases where the program specifies a limited attendance. You are invited to attend the social events as well as the speaking and discussion sessions.

"Smoking is not permitted in Jay H. Neff Hall.

"You can help make Journalism Week more enjoyable if you——

"Avoid visiting just outside the auditorium while the sessions are in progress. Talking there is clearly heard in the auditorium and is very disturbing to the speaker and his audience.

"Stay in the auditorium until a speaker has finished, and occupy a seat as near the center as possible. You can hear better there, and will make it possible for those coming in late to find seats more readily."

The School of Journalism

"The School of Journalism completes its nineteenth year of instruction this spring. The graduates of this, the oldest school of journalism in the world, are now active in journalistic fields in many parts of the world.

"There are one hundred and five candidates for degrees from the School of Journalism this spring and summer. The enrollment in courses in the School of Journalism is three hundred and ninety-one, two hundred and forty-two men and one hundred and forty-nine women.

"A distinctive feature of the school is the combining of actual newspaper experience with classroom work.

"The School's aim is to give a broad education as well as technical training. Two years of college work therefore are required before the student enters the School of Journalism. Two years more are required for the degree of Bachelor of Journalism, and one year in addition to that for the master's degree.

"Special provision has been made for persons more than twenty-one years old who are not candidates for the degree of B. J. They may be admitted as special students and permitted to take courses without doing the preliminary college work.

"The Columbia Missourian is the principal product of the School's laboratory courses. Students, under the direction of the faculty members, write the news stories for this daily newspaper, edit them and write the headlines, write the editorials and other special departments, write and sell the advertising—in fact do all the work of a daily newspaper except the mechanical part. The student works under the same conditions as he will find when he leaves school.

"The Missourian is published by the University Missourian Association, a non-profit corporation composed of graduates and other former students of the School. The University is therefore relieved of financial responsibility for the operation of the School of Journalism laboratory.

"The Missourian is a general newspaper serving Columbia and Boone County, as well as the students of the University and the two girls colleges—it is not a college paper in the sense of one with interests limited to the campus. The Missourian is published daily, regardless of suspension of other University instruction during vacation periods.

"Other publications on which students do all or part of the work are the Missourian Magazine, which is a weekly supplement to the Missourian, and the Columbia Herald-Statesman, the editorial and news departments of which are conducted by students.

"Full details of the School of Journalism and its work may be found in the announcement for 1927-28, copies of which may be obtained in the Journalism Library, Room 104, Jay H. Neff Hall."

Things to See In and Near Neff Hall

"A map showing the location of graduates of the School of Journalism hangs in the west end of the corridor on the first floor. In the Council Room are charts and graphs showing the total enrollment of the School since it was founded, the number of degrees granted, and exhibits of the laboratory work produced by the students of the School this year.

"A rare facsimile of a notebook used by Beethoven is on display in the Journalism Library through the courtesy of Prof. W. H. Pommer, professor emeritus of music of the University.

"A leaf from the Gutenberg Bible also may be seen in the Journalism Library.

"Work of students in advertising is on display in Room 207.

"Various displays of country newspapers are to be found in the corridor of the second floor and in Room 202.

"Bulletins recently issued by the School of Journalism may be found in the Journalism Library. Copies of these bulletins may be obtained without charge.

"Displays of the NEA Service, the United Press Associations, the Intertype Corporation, and the Mergenthaler Linotype Company may be inspected in Neff Hall.

"West of the south entrance to Jay H. Neff Hall will be found a stone from St. Paul's Cathedral, London, which was presented to the School by Sir Esme Howard, British Ambassador to the United States, who acted on behalf of the British Empire Press Union.

"Just opposite to the east is a sun dial, a gift of one of the graduating classes of the School of Journalism.

"At the northeast corner of Jay H. Neff stands the Japanese stone lantern, the story of which appears elsewhere in this program."

The United Press Associations Banquet, held Friday evening at the Knights of Columbus Hall, demonstrated the marvels of modern news transmission. Under direction of the United Press guests were shown the speed of modern world-wide communication. Starting at the banquet hall a message was sent around the world and after circling the globe, returned to the banquet hall in eight minutes. Another message was sent from Columbia to South America, traveling down the west coast of that continent, across to the east coast and northward back to Columbia in seven minutes. There was also communication with ships at sea in cooperation with the Radio Corporation of America. Exhibitions of these marvels and of news transmission on high speed printer telegraph machines as well as a motion picture "Around the World With the United Press," (picturing in many instances graduates of the Missouri School of Journalism as representatives of United Press in various foreign countries) were talked-of topics not only in Columbia but through the newspapers in all sections of the country. With Dean Williams as toastmaster, banquet talks were made by C. L. Hobart, president of the Missouri Press Association; James I. Miller, vice-president of the United Press in charge of South American service; Richard V. Oulahan, Washington correspondent for the New York Times; Karl A. Bickel, president of the United Press Associations.

The menu included:

Shrimp cocktail

Olives Radishes

Salted almonds

Fried spring chicken, country style

Fresh green beans

New potatoes with parsley butter

Country Ham

Spring salad with French dressing

Ice cream and strawberries

Cake Coffee

Another sensational feature of the week was a long-distance telephone call from Neff Hall auditorium plat-

form to London, England. The call lasted six minutes and cost one hundred sixty-two dollars. The charge for the first three minutes was eight-one dollars and for each additional minute it was twenty-seven dollars. It was Ralph H. Turner, graduate of the School of Journalism, and now news manager of the United Press, who made the four thousand, two hundred and seventy-seven-mile call through the courtesy of the United Press Associations. Eleven head-phones were provided so that other persons sitting on the platform could listen in to this conversation across the Atlantic Ocean. It was the first trans-Atlantic telephone call to Columbia, and the conversation was clearly heard by those with head-phones and reported to the audience.

Alpha Delta Sigma, national advertising fraternity, held its convention at the School of Journalism during Journalism Week.

The general program follows:

Sunday, May 8

8:00 P. M., Reception given by Dr. and Mrs. W. C. Curtis, 210 Hicks Avenue, for members of the Missouri Writers' Guild.

Monday, May 9

9:00 A. M., Jay H. Neff Hall—Open meeting of the Missouri Writers' Guild, J. Breckenridge Ellis, Plattsburg, president.
Address by the president of the Guild.
"Are Contracts with Other Writers Beneficial?" Blanche Sage Hazeltine, short story writer, Kansas City.
"Selling Fiction Overseas"—Hugh F. Grinstead, short story writer, Columbia.
"Poets and Poetry"—Grace Strickler Dawson, poet, Kansas City.
"Carrying One's Verses Around the World"—T. Elmore Lucey, poet and entertainer, St. Louis.
"The Writer's Ten Commandments"—Louis Dodge, novelist and poet, St. Louis.
11:00 A. M., Council Room, Neff Hall—Business session of Alpha Delta Sigma convention.
2:00 P. M., Jay H. Neff Hall—"Literature as an Art"—Jay William Hudson, novelist, Columbia.
"Interviewing Sara Teasdale, Fannie Hurst, Augustus Thomas, and other Famous Missourians"—Mrs. P. Casper Harvey, editor, Missouri Club Woman, Liberty.
"Revising a Fiction Manuscript"—Ralph W. Mooney, editor, Southwestern Telephone News, St. Louis.
"Reading, and Aid to Writing"—Mrs. Myrtle Jamison Trachsel, short story writer, St. Joseph.

"Wheedling Checks out of Editors"—Mrs. Mabelle McCalment, short story writer, Kansas City.

6:30 P. M., Daniel Boone Tavern—Missouri Writers' Guild dinner. Reservations should be made with the secretary, not later than noon.

Tuesday, May 10

9:00 A. M., Jay H. Neff Hall—"The Occupation of the Cartoonist"—D. R. Fitzpatrick, cartoonist, the St. Louis Post-Dispatch.

"Changes in the Syndicate Field"—John H. Millar, president Associated Editors, Inc., Chicago.

"The Woman Reporter"—Mrs. Genevieve Forbes Herrick, reporter, Chicago Tribune.

9:00 A. M., Council Room, Neff Hall—Business session of Alpha Delta Sigma convention.

Noon, Harris' Cafe—Theta Sigma Phi luncheon honoring Fannie Hurst and Genevieve Forbes Herrick.

2:00 P. M., Jay H. Neff Hall—"Restraint of the Press"—Casper S. Yost, editor of the editorial page, St. Louis Globe-Democrat.

"The Art of Story Writing"—Fannie Hurst (Mrs. Jacques Danielson), author, New York City.

6:00 P. M., Daniel Boone Tavern—Alpha Delta Sigma banquet.

8:00 P. M., Jay H. Neff Hall—"China and the Cables"—Marc A. Rose, executive manager, International News Service, Inc., New York City.

"Journalism Internationally on the Qui Vive"—Edward Price Bell, London correspondent, Chicago Daily News.

A reception will be given by Gamma Alpha Chi and Alpha Delta Sigma for all Journalism Week visitors, at Delta Upsilon House, 902 University Avenue, from 10 to 12 p. m.

Wednesday, May 11

9:00 A. M., Jay H. Neff Hall—Open session of the Missouri Press Association, President C. L. Hobart, editor and publisher, Holden Progress.

Address by the president.

"Community Development"—J. E. Watkins, editor, Chillicothe Constitution.

"Newspaper Make-Up"—John E. Allen, editor, the Linotype News, New York City.

"Newspaper Publishing"—W. Laurence Dickey, publisher, Kansas City Journal-Post.

"Opportunities in Community Journalism"—John L. Meyer, managing editor, National Printer-Journalist, Milwaukee.

"The Newspaper and Business"—J. C. Penney, chairman of the board of directors of the Penney Stores, New York City.

Noon, The Inglenook, 705 Missouri Avenue—Sigma Delta Chi luncheon honoring Lawrence W. Murphy.

2:00 P. M., Jay H. Neff Hall—"The Appearance of the Newspaper"—N. D. Becker, president, Intertype Corporation, New York City.

"Advertising Copy"—Robert W. Jones, associate professor of Journalism, School of Journalism, University of Washington, Seattle.

"Some Tendencies in the Rural Press"—Elmo Scott Watson, editor, the Publisher's Auxiliary, Chicago.

"Higher Standards for Journalism"—Lawrence W. Murphy, assistant professor of journalism, University of Illinois, Urbana.

"The Editorial"—P. T. Grimes, editor, Central Missourian, Boonville.

4:10 P. M., West Campus—Regimental review of Infantry Regiment and Band.

Rollins Field—Regimental review of Field Artillery Regiment (dismounted) and Drum and Bugle Corps.

6:00 P. M., Boonville—Association of Past Presidents of Missouri Press Association will dine with Col. and Mrs. C. M. Harrison.

8:00 P. M., Jay H. Neff Hall—"The News as the Editorial Writer Sees It"—Tom Wallace, chief of the editorial staff of the Times, Louisville, Ky.

"The Reporting of Politics"—Frank R. Kent, managing editor, Baltimore Sun.

A reception given by Theta Sigma Phi and Sigma Delta Chi at the Kappa Alpha House, University and College avenues, for all Journalism Week guests, from 10 to 12 p. m.

Thursday, May 12

8:00 A. M., Harris' Cafe—Theta Sigma Phi breakfast for alumnae.

9:00 A. M., Jay H. Neff Hall—"The Advertising Field"—Don D. Patterson, advertising department, Curtis Publishing Co., Chicago.

"Country Correspondence"—Gus M. Oehm, agricultural editor, College of Agriculture, University of Arkansas, Fayetteville.

"Pictures as a Feature"—Marvin H. Crawford, owner and editor, Democrat, California.

"Women's Work in Journalism"—Mrs. Caralee Strock Stanard, St. Louis.

"The Sunday Feature Story"—Guy Forshey, feature writer, St. Louis Post-Dispatch.

"The Newspaper's Opportunity"—Jason Rogers, general manager, Kansas City Journal-Post.

12:15 P. M., Daniel Boone Tavern—Chamber of Commerce luncheon for all Journalism Week guests.

1:15 P. M., West Campus—Regimental review of Infantry Regiment and Band.

Rollins Field—Regimental review of Field Artillery Regiment (dismounted) and Drum and Bugle Corps.

2:00 P. M., Jay H. Neff Hall—"Journalism and the Nation"—Arthur Capper, publisher and proprietor, Topeka Daily Capital and Capper farm publications; United States Senator from Kansas.

"The New Journalism"—Herbert W. Walker, editor, NEA Service, Inc., Cleveland, Ohio.

"Big News Events of 1926 and How They Were Covered,"—Ralph H. Turner, news manager, United News, New York City.

"The Prospects for Journalism in China"—Vernon Nash, instructor in journalism Yenching University, Peking, China.

6:30 P. M., Green Tea Pot—Journalism Alumni Banquet.

8:00 P. M., Jay H. Neff Hall—Motion pictures:

Journalism Week, 1926.

Presentation of Japanese Stone Lantern (November, 1926)

The Making of a Great Newspaper (New York Times).

Trees to Tribune (Chicago Tribune).
9:30-12 P. M., Phi Delta Theta House, 606 College Ave.—Reception given by journalism student body for journalism alumni and all Journalism Week guests.

Friday, May 13

9:00 A. M., Jay H. Neff Hall—"Some Journalists I Have Known"—Colonel John Haydock Carroll, lawyer, Washington, D. C.
"Advertising and Circulation"—O. C. Harn, president, Audit Bureau of Circulations, Chicago.
"The Washington Correspondent"—R. V. Oulahan, Washington Bureau New York Times.
Noon, Harris' Cafe—Gamma Alpha Chi luncheon for members and delegates to national conference.
1:00—5:00 P. M., Room 205, Neff Hall—First national convention of Gamma Alpha Chi.
2:00 P. M., Jay H. Neff Hall—"The Daily Newspaper From the Publisher's Point of View"—John F. D. Aue, publisher, Hawk-Eye, Burlington, Iowa; president, Iowa Daily Press Association.
Discussion by James Todd, publisher, Democrat-Forum and Tribune, Maryville; president, Missouri Associated Dailies; Frank P. Briggs, Chronicle-Herald, Macon, vice-president, Missouri Associated Dailies.
Round-table discussions led by J. S. Hubbard, executive secretary, Missouri Press Association.
"The Making of a Newspaper"—J. L. Ritzenthaler, editor and publisher, Press-Spectator, Salisbury; Charles L. Woods, editor, the Herald, Rolla.
"The Newspaper's Service to the Community"—B. E. Woolsey, editor and proprietor, The Commonwealth, Ash Grove.
"Advertising"—Mrs. Ruth Prather Midyette, advertising, manager, News, Mount Washington.
6:30 P. M., K. of C. Hall—The United Press Associations Banquet.

Railway Magazine Editors Participate—1928

The twentieth anniversary of the founding of the first school of journalism in the world, that at the University of Missouri, was commemorated during the 1928 Journalism Week, May 6-12. In connection with the week, the American Railway Magazine Editors' Association held its annual convention in Columbia. Its Thursday sessions were separate but its delegates attended the general Journalism Week programs on Friday and some of the railway magazine editors were on the general program. Delegates from student newspapers in the senior colleges of Missouri also met here under the auspices of Sigma Delta Chi. And, as usual, meetings were held during Journalism Week of the Missouri Writers' Guild, the

Missouri Press Association, and the Association of Past Presidents of the Missouri Press Association.

Exhibits during the week included: The Art Lovers' Guild arranged for Journalism Week visitors an exhibit of newspaper art work, open every afternoon during the week at the State Teachers Association Building. This exhibit consisted of original drawings for cartoons of the last two months by Darling, Kirby, Ireland, Fitzpatrick, and Chapin, together with illustrations of national advertising and feature drawings furnished by well-known advertising agencies and feature syndicates.

Work of students in advertising classes was on display in Room 207. Student advertising salesmen were to be found at their every-day work in Room A.

Displays showing part of the publications employing School of Journalism alumni were on the landing between the first and second floors. A map showing the location of graduates of the School of Journalism hung in the west end of the first-floor corridor. Pictures showing laboratory and class work of students in the School of Journalism were in the second-floor corridor.

In Room 202 was a display including magazines and newspapers represented in the American Railway Magazine Editors' Association, which held its annual convention during Journalism Week this year. Visitors were invited to inspect the photo-engraving equipment and exhibits in Room E, at the east end of the basement corridor. In the Journalism Library was the Gutenberg Case, in which are a leaf from the Gutenberg Bible and various other articles of interest to journalists.

A number of the School's alumni were on the week's program and Thursday was again devoted largely to alumni with the annual dinner that evening of the School of Journalism Alumni Association. Ralph H. Turner of Kansas City, president of the association, presided at the dinner and cut the "birthday cake." The dinner menus were shaped like a birthday cake, observing the twentieth anniversary idea of the week.

The twentieth anniversary general program was held on Friday with H. J. Blanton, member of the University Board of Curators and editor of the Monroe County Appeal, Paris, Mo., as presiding officer. Talks relative to the founding of the Missouri School of Journalism and to journalistic education generally were made by Dr. A. Ross Hill of Kansas City, who was president of the University when the School was founded; Dean A. L. Stone, of the School of Journalism, University of Montana, president of the American Association of Schools and Departments of Journalism; Charles P. Cooper, professor of Journalism at Columbia University, New York; and Dr. J. C. Jones, president emeritus of the University of Missouri. A memorial tree was planted by the School to mark its twentieth birthday, a group of distinguished educators and editors taking part in the ceremony. Another tree was planted just west of Neff Hall and presented with due ceremony as a tribute to the Missouri School of Journalism and its faculty from Kansas City alumna chapter of Theta Sigma Phi. Many of the speakers throughout the week paid high honor to the School, Dean Williams and other members of the faculty, and to the alumni.

The Railway Banquet on Friday evening in Rothwell Gymnasium was unique in decoration and menu, standing out as one of the most delightful of the School's annual banquets. The decorations, food and favors were contributed by the American Railway Magazine Editors' Association. The entrance to the gymnasium was temporarily rebuilt and decorated to resemble a de luxe observation car and the speakers' platform was a replica of a modern railroad dining car. A real train bell, beautifully tuned, was rung by Dean Walter Williams, toastmaster, to obtain the attention of the diners. The gavel used was made from printed pages of all the magazines represented in the American Railway Magazine Editors' Association, these pages moulded and formed into a mallet.

Six hundred persons attended the dinner and others were turned away because of lack of room. The food, furnished by the railways, was produced in the territories served by the railroads named in italics under the respective articles on the menu, and brought fresh and direct to Columbia just in time for the banquet. The menu follows:

Fresh strawberries
Frisco Lines

Broiled lake trout — Parsley butter
Rock Island Lines — M. K. & T. Ry.

Parisian Potatoes
Maine Central R. R.

Fried spring chicken—Southern style
Wabash Railroad

Klamath Potatoes — New string beans fleurette
Great Northern Ry. — New York Central Lines

Whole tomato peeled, chilled
Illinois Central R. R.

Head Lettuce, individual dressing
Southern Pacific Lines

Ice Cream — Salted Peanuts
Pennsylvania R. R. — Norfolk & Western R. R.

Blueberry Conserve
Louisville & Nashville R. R.

Mints — Coffee
Buffalo, Rochester & Pittsburgh R. R. Baltimore & Ohio R. R.

Cigars and cigarettes
Missouri Pacific Lines

Music was furnished by the Red Arrow Quartet of the Pennsylvania Railroad. The Rev. John M. Alexander, pastor of the First Presbyterian Church of Columbia, pronounced the invocation. Dean Williams presented to the audience the railroad men who arranged the banquet, provided and built the decorations. Dr. A. Ross Hill was asked to cut the great birthday cake which stood at the presiding officer's table. Brief talks were made by William E. Babb, president of the American Railway Magazine Editors' Association, editor of the Rock Island Magazine; Samuel O. Dunn of Railway Age, Chicago; Ralph H. Turner of Kansas City, retiring president of the School of Journalism Alumni Association, chief of western division of United Press Association; Col. Hal S. Ray, head of the public relations department of the Rock Island; Dr. George B. Dealey of the Dallas

News and Journal; James T. Williams, Jr., of Universal Service, Washington, D. C.

The week's program follows:

Sunday, May 6

8:00 P. M.—Reception given by Dr. and Mrs. W. C. Curtis, 210 Westmont Ave., for members of the Missouri Writers' Guild.

Monday, May 7

9:00 A. M., Jay H. Neff Auditorium—Open meeting of the Missouri Writers' Guild, in charge of its president, Mrs. Maebelle B. McCalment.

Address by the president.

"Editing a Department"—Velma West Sykes, writer and editor, Kansas City.

"What Shall I Write?"—J. Breckenridge Ellis, novelist and and short-story writer, Plattsburg.

"Our Guild Outing"—Ella I. Heininger, editor children's page, St. Joseph News-Press.

"Men and Things in Literature of Today"—Dr. John Joseph Gaines, writer and poet, Excelsior Springs.

"Children's Literature—Who Shall Write It?" Ella Victoria Dobbs, University of Missouri, Columbia.

Business Meeting.

2:00 P. M., Jay H. Neff Auditorium—

"Knots and Bowknots"—Vera Waltner.

"Collaboration and Collusion"—Erma Waltner, Rutland, V. E. Waltner, Kansas City.

"A State of Mind May be the Trouble"—Ervin Mattick, president of the St. Louis Guild, novelist and short-story writer.

"Poets and Near-Poets"—Mae Williams Ward, editor of Harp, Belpre, Kan.

"Westminster Abbey, and Other Poems"—Warren Comstock, poet and reader, Kansas City.

6:30 P. M., Daniel Boone Tavern—Missouri Writers' Guild subscription dinner. Reservations should be made with the secretary by noon if possible.

Tuesday, May 8

9:00 A. M., Jay H. Neff Auditorium—"The Use of the Cartoon"—John Knott, cartoonist, Dallas News.

"Journalism and Social Progress"—C. D. Johnson, chairman, department of journalism, Baylor University, Waco, Texas.

"The Middle West Expresses Itself"—John T. Frederick, editor, Midland Magazine, Iowa City, Ia.

"The Press and the Judiciary"—Edward J. White, vice-president and general solicitor, Missouri Pacific Railroad, St. Louis.

12:15 P. M., Harris' Cafe—Luncheon given by Theta Sigma Phi, journalistic sorority, in honor of Mary Margaret McBride.

2:00 P. M., Jay H. Neff Auditorium—"The American Press in International Affairs"—A. Th. Polyzoides, editor, Atlantis, New York City.

"Women and Newspapers"—Mary Margaret McBride, writer, New York City.

"Readers for Our Advertisements in 1950"—Herbert W. Smith, advertising department, Dallas News.

"Your Money's Worth and Advertising"—Mrs. Erma Perham Proetz, Gardner Advertising Co., St. Louis.

4:30 P. M., North Entrance to Jessee Hall—Formation of an Escort of Honor by students of the Reserve Officers' Training Corps. A salute of nineteen guns will be fired (on Rollins Field) in honor of the Chilean ambassador to the United States, Senor Don Carlos G. Davila, after which the band will play the Chilean national air. The ambassador will then inspect the escort.

8:00 P. M., Jay H. Neff Hall—"Journalism and the State"—Theodore Christianson, governor of Minnesota.

"Journalism and International Relations"—Senor Don Carlos G. Davila, ambassador extraordinary and envoy plenipotentiary from Chile to the United States of America.

Following this program, the audience is invited to attend a reception to be given by Theta Sigma Phi, journalistic sorority, and Sigma Delta Chi, journalistic fraternity, at the Phi Delta Theta fraternity house, 606 College Ave.

Wednesday, May 9

9:00 A. M., Jay H. Neff Auditorium—Open session of the Missouri Press Association, in charge of the president, Harry Denman, the News, Farmington.

"Journalism—a Science or an Art?"—Eric G. Schroeder, professor of journalism, College of Industrial Arts, Denton, Tex.

"The International Obligations of Journalism"—James T. Williams, Jr., editor of Universal Service, Washington, D. C.

"Women in Journalism"—Mrs. B. J. Bless, Jr., the Weston Chronicle.

"The Relative Value of News and Features"—James H. Skewes, editor and publisher, the Meridian (Miss.) Star.

"Illustration in Newspapers"—Bloor Schleppey, secretary the Chicago Local American Newspaper Publishers Association, Chicago.

2:00 P. M., Jay H. Neff Auditorium—Open session of the Missouri Press Association.

"This Believing Newspaper World"—E. P. Adler, president the Lee Syndicate Newspapers, Davenport, Ia.

"Opportunities for Women in Rural Journalism"—Mrs. Mary Tarleton Hodges, associate editor the Mokane Missourian.

"The Making of a Community Newspaper"—Charles M. Meredith, editor and publisher the Quakertown Press; president of the National Editorial Association; Quakertown, Pa.

"The News of the World"—Karl A. Bickel, president United Press Associations, New York City.

4:25 P. M., Francis Quadrangle—Combined parade of the field artillery and the infantry regiments of the University R. O. T. C.

4:30 P. M., Room 100, Jay H. Neff Hall—Meeting of Association of Past Presidents of Missouri Press Association.

6:00 P. M., Harris' Cafe—Dinner of Association of Past Presidents of Missouri Press Association.

8:00 P. M., Jay H. Neff Auditorium—"Crusading in Journalism"—Oswald Garrison Villard, editor the Nation, New York City.

"The Press Under Fire"—Stuart H. Perry, editor and publisher the Adrian Daily Telegram, Adrian, Mich.

Following this program, the audience is invited to attend a reception given by Gamma Alpha Chi, advertising sorority, and Alpha Delta Sigma, advertising fraternity, at the Alpha Kappa Kappa fraternity, 210 South Ninth St.

Thursday, May 10

7:00 A. M., Harris' Cafe—Breakfast for all members and alumnae of Theta Sigma Phi, journalistic sorority.

9:00 A. M., Jay H. Neff Auditorium—Open session of the Missouri Press Association.

"Small Town Dailies"—Curtis B. Hurley, editor the Camden Evening News, Camden, Ark.

"The Journalist in Public Relations Work"—Alan Rogers, supervisor of public relations, New York Central Lines, Chicago.

"Opportunities and Obligations in Technical Journalism"—Holcombe Parker, the Norfold & Western Railway Magazine, Roanoke, Va.

"Twenty Years of Newspaper Progress from the Standpoint of a British Observer"—Percy S. Bullen, American correspondent of the London Daily Telegraph, New York City.

9:00 A. M., Jay H. Neff Hall, Room 205—Advertising conference.

"National Advertising for Local Newspapers"—Arthur W. Cooley, Inland Newspaper Representatives, Inc., Chicago.

"The Value of Advertising"—J. S. Hurlbut, Kellogg & Co. Advertising Agency, Chicago.

Noon, Harris' Cafe—Luncheon given by Kappa Tau Alpha, honorary journalistic society, for members and specially invited guests. Alumni members should make reservations Wednesday or early Thursday morning with Robert S. Mann, 109 Jay H. Neff Hall.

2:00 P. M., Jay H. Neff Hall—Open session of the Missouri Press Association.

"What Has Happened in Journalism in Twenty Years?"—Silas Bent, writer, author of "Ballyhoo," New York City.

"Making an Employes' Magazine"—Alfred Pittman, editor the Union Pacific Magazine, Omaha.

"Journalism in Brazil"—H. B. Robertson, associate editor the Illinois Central Magazine, Chicago.

"Missouri in China"—Vernon Nash, chairman of the department of journalism, Yenching University, Peking.

2:00 P. M., Room 205, Jay H. Neff Hall—Advertising conference.

"Service a Newspaper Should Render an Advertiser"—Roy W. Wenzlick, manager merchandising and research department, St. Louis Post-Dispatch.

"Circulation From the Buyer's Point of View"—P. L. Thomson, president the Audit Bureau of Circulation, New York City.

6:15 P. M., Green Tea Pot, 113 South Ninth St.—Subscription dinner for all visiting newspaper men and women. Reservations should be made not later than noon with J. S. Hubbard, executive secretary of the Missouri Press Association.

6:15 P. M., Harris' Cafe—Annual reunion dinner of the Journalism Alumni Association. All former students in the School of Journalism, and the present senior class, are invited. Tickets ($1 each) should be bought not later than noon at the registration counter or from Robert S. Mann, 109 Jay H. Neff Hall.

8:00 P. M., Women's Gymnasium, Hitt St. near Conley Ave.—Motion pictures, including views of the 1927 Journalism Week and scenes photographer on the 1928 editors' excursion to Mexico.

This will be followed by an informal party given by the University of Missouri Journalism Students Association, Inc., for all persons attending the Journalism Week programs. Music, stunts, games and dancing.

AMERICAN RAILWAY MAGAZINE EDITORS' ASSOCIATION

Thursday, May 10

9:00 A. M., Room 123, Jesse Hall (South end of Francis Quadrangle)—Address of Welcome—Professor Robert S. Mann, School of Journalism, University of Missouri.

Response—W. E. Babb, president, American Railway Magazine Editors' Association; editor the Rock Island Magazine, Chicago.

"The Purpose of the Railway Employes' Publication"—paper to be prepared and presented by a committee consisting of D. A. Pritchard, Central of Georgia; H. P. Riccadonna, Chicago Great Western; and W. C. Crutchfield, Nashville, Chattanooga and St. Louis. Discussion to be led by R. T. Howe, Boston & Maine.

"Recent Developments in the Railway Employes' Publication Field"—paper to be prepared and presented by a committee consisting of C. W. Y. Currie, New York Central; W. S. Wollner, Northwestern Pacific; and F. M. America, Erie. Discussion to be led by M. W. Jones, Baltimore & Ohio.

2:00 P. M., Room 123, Jesse Hall—"The Public Relations Value of the Railway Employes' Publication"—paper to be prepared and presented by a committee consisting of George Flatow, Long Island; F. E. Heibel, Nickel Plate; and F. Q. Tredway, Southern Pacific. Discussion to be led by R. F. Hall, Gulf, Mobile & Northern.

"Comparative Advantages of the Newspaper and Magazine Styles of Publication"—Paper for the newspaper side to be prepared and presented by a committee consisting of Walton Wentz, L. B. Sisson and K. D. Pulcipher, editors of the Pennsylvania regional newspapers. Papers for the magazine side to be prepared and presented by a committee consisting of T. E. Owen, Louisville & Nashville; Herbert Deeming, Santa Fe; and Rufus E. Deering, Kansas City, Mexico and Orient.

Report of the Kellogg Group, Inc., advertising representative, by H. W. Kellogg, president.

Reports of committees, including election of officers and choice of next meeting place.

Friday, May 11

8:00 A. M., Harris' Cafe—Gamma Alpha Chi breakfast for alumnae.

9:00 A. M., Jay H. Neff Auditorium—Twentieth anniversary program. Presiding officer, H. J. Blanton, member of the Board of Curators, University of Missouri; editor the Monroe County Appeal, Paris, Mo.

"Why a University School of Journalism?"—A. Ross Hill, former president of the University of Missouri, Kansas City.

"Trail Blazing in Journalism"—A. L. Stone, dean of the School of Journalism, University of Montana; president the American Association of Schools and Departments of Journalism; Missoula, Mont.

"The Spirit of Journalism"—Charles P. Cooper, professor of Journalism at the School of Journalism, Columbia University; former president of the American Association of Teachers of Journalism; New York City.

"Some Tendencies of Modern Journalism"—Harvey Ingham, editor-in-chief the the Des Moines Register-Tribune, Des Moines, Ia.

10:00 A. M., Room 100, Switzler Hall—"The Public and the Railroads"—Samuel O. Dunn, editor the Railway Age, Chicago.

11:30 A. M., South of Jay H. Neff Hall—planting of a memorial tree.

Noon, Daniel Boone Tavern—Luncheon given by Columbia Chamber of Commerce. All registered out-of-town Journalism Week visitors should call at the registration counter Friday morning for complimentary tickets.

Noon, Harris' Cafe—Sigma Delta Chi luncheon for college newspaper delegates.

2:00 P. M., South entrance of Jay H. Neff Hall—Planting of tree, a gift from the Kansas City alumnae chapter of Theta Sigma Phi, journalistic sorority.

2:15 P. M., Jay H. Neff Auditorium—Twentieth anniversary program.

"Journalism and the State"—Sam A. Baker, governor of Missouri.

"The Press of the Orient"—Teijiro Tamura, consul of Japan, Chicago.

"The School of Journalism and the Newspaper"—Casper Yost, first president the American Society of Newspaper Editors; editor of the editorial page, St. Louis Globe-Democrat.

3:30 P. M., Rollins Field—Baseball game, University of Missouri vs. University of Kansas. Tickets will be distributed free to registered out-of-town Journalism Week visitors all day Friday at the registration counter.

6:30 P. M., Rothwell Gymnasium—Railway Banquet. Speakers will include: Walter M. Harrison, president the American Society of Newspaper Editors, and editor the Oklahoman, Oklahoma City; Ralph H. Turner, president the Journalism Alumni Association; Samuel O. Dunn, editor the Railway Age, Chicago.

Tickets for banquet will be distributed, at $2 each, from 8 a. m. until 2 p. m., at the registration counter.

Saturday, May 12

9:00 A. M., Jay H. Neff Auditorium—Open session of the Missouri Press Association.

"Why Should Editors Act Like Human Beings?"—W. A. Black, editor the Lawson (Mo.) Review.

"How Does Your Newspaper Look"—John E. Allen, editor the Linotype News, New York City.

"Discussion of Newspaper Making"—Louis N. Bowman, editor the Tri-County News, King City.

"Open Forum on Advertising"—H. Z. Mitchell, editor the Pioneer, Bemidji, Minn.

Round table conducted by J. S. Hubbard, executive secretary of the Missouri Press Association.

9:00 A. M., Council Room, Jay H. Neff Hall—Organization meeting of college newspaper delegates.

CHAPTER X.

Journalism Bulletins

Going beyond the instruction given on the campus in the furtherance of its ideal of being of the greatest possible service to the profession of journalism in general, the School of Journalism has published a series of bulletins designed to assist journalists everywhere with everyday problems of the news desk and advertising office. Many of these bulletins deal directly with Missouri, since the aim has been to be of particular service to the state in which the school is located.

Members of the School of Journalism faculty and other professional journalists are responsible for the writing of these bulletins, about fifty in all. Many of them are still in print and may be obtained by application to the Dean of the School of Journalism.

"Missouri Laws Affecting Newspapers"

The first of the series, "Missouri Laws Affecting Newspapers," was written by Dean Walter Williams. The booklet was issued in April 1912 and served as a useful guide to the country journalist who accepted legal advertising of any sort. Practically every form of public citation required by Missouri laws is discussed in this bulletin. Directions are given for the proper handling of each notice. In addition, the vast number of laws scattered through the statute books of the State at that time dealing with legal advertising are gathered into the bulletin. It is a newspaper handbook on legal publication.

"Journalism Week, 1912"

Descriptive stories of Journalism Week of 1912, and excerpts from the speeches made during the week, make up the next bulletin, issued in May, 1912. The cream of the "shop talk" carried on by the two hundred professional journalists who visited the School of Journalism during Journalism Week is presented in this bulletin. H. J. Haskell, of the Kansas City Star, in his address "The

Editorial Page", asks the newspaper men to consider their paper as a personality. "Flavor the editorial with thought, and put argument and news and fact into it," Haskell advises editorial writers.

Dr. Talcott Williams, then director of the Pulitzer School of Journalism, discusses "The Purposes of Journalism." "The first duty of the journalist," he says, "is not to the individual, not to a class, not to party; it is to his community, whether it is a small town or a great city."

Louis T. Golding, publisher of the St. Joseph News-Press, talks on "The Responsibility of the Newspaper." "The editorial chair is a calling that requires the utmost effort to rise to a high plane of liberal thinking and tolerant utterance," he says.

B. B. Herbert, editor of the National Printer-Journalist, Chicago, gives newspaper ideals as follows: (1) Giving all news in good form; (2) To instruct and educate through editorials; (3) Usefulness and service; (4) Comradeship; (5) Promotion of public good.

George S. Johns, of the St. Louis Post-Dispatch, says "you can never kill a cause with misrepresentation and untrue statement," in his address on "The Editorial Policy of the Metropolitan Newspaper."

Others whose talks during Journalism Week 1912 are quoted in the bulletin, are: Will H. Mayes, editor of the Brownwood (Tex.) Bulletin; Ovid Bell, editor of the Fulton (Mo.) Gazette; H. S. Sturgis, editor of the Neosho (Mo.) Times; Mrs. S. E. Lee, Savannah (Mo.) Reporter, whose subject is "Country Journalism as a Field for Women"; Miss Frances Nise, Moberly (Mo.) Democrat; Edmond McWilliams, editor of the Clinton County Democrat, Plattsburgh, Mo.; Jewell Mayes, editor of the Richmond Missourian; Lee Shippey, editor of the Higginsville (Mo.) Jeffersonian; E. P. Caruthers, editor of the Dunklin Democrat, Kennett, Mo.; R. T. Deacon, treasurer of the Ben Franklin Club of America; A. D. Moffett, of the Elwood (Ind.) Record; Robert H. Lyman, of the editorial staff of the New York World; W. M.

Ledbetter, city editor of the St. Louis Globe-Democrat; Thomas H. Roberts, of the St. Louis Times; A. B. Chapin, of the Kansas City Star; Strickland W. Gillilan; DeWitt C. Wing, of the Breeder's Gazette, Chicago; Charles Dillon, professor of industrial journalism in the Kansas State Agricultural College; George W. Coleman, president of the Associated Advertising Clubs of America; Glen Buck, Chicago; I. H. Sawyer, president of the St. Louis Ad Men's League; Willis M. Hawkins, president of the Kansas City Ad Club; E. L. Purcell, editor of the Fredericktown (Mo.) Democrat-News.

"Journalism for Teachers"

An analysis of the news of the average school and college and suggestions for making the most of it in newspapers, was the topic of the next bulletin, "Journalism for Teachers." It was written by Prof. Frank L. Martin, of the School of Journalism, and issued in February 1912 by the Department of Education. It is a small textbook with a style book of the best newspaper usage and methods appended.

"Retail Advertising and the Newspaper"

"This bulletin is for the newspaper and the retailer," Joseph E. Chasnoff, professor of advertising, wrote in the preface of the fourth bulletin issued by the School of Journalism, "Retail Advertising and the Newspaper." "It aims to serve both the retailer and the newspaper by showing that their interests are in common." The bulletin dispells many of the advertising bugaboos, such as the "prestige theory," the "charity theory," and the "dull-season mania," which are the trial of the country newspaper man and the city man as well. Many pages are devoted to a topic almost new at the time it was issued, (July 1912) the psychology of advertising. Advertising lay-out, planning, and the types adapted to special campaigns are topics analyzed for the assistance of the country papers particularly.

"The News in the Country Paper"

"The newspaper field seems filled today, but tomorrow if a new man comes with a message that appeals, stirs and grips both heart and brain of the people, he will get his hearing, and if he works tirelessly and with a single mind he, too, will earn the success of his heart's desire. And he will come from the country."

Charles G. Ross, associate professor of journalism, chose the above words of Robert H. Lyman of the New York World for the frontispiece of his bulletin, "The News in the Country Paper", issued in 1913. Ross distinguishes carefully between the news fields of the weekly and the daily, and endeavors to present the country editor an analysis of his field that will increase and improve his efficiency. "In his own field—the publication of local news—the country editor need fear no encroachment from the outside. To succeed the country paper must stand on its own legs, as something radically different from and not a weak imitation of the city daily.

Topics covered by Ross in his analysis of the country field include, system in news gathering; the value of names in the paper; the editor and the news; civic betterment; special feature; news for women readers.

One of the earlier forms of the Deskbook of the School of Journalism was appended to this bulletin to further assist the country editor in simplifying and standardizing his style.

"Journalism Week, 1913"

The next annual Journalism Week found no less an array of outstanding journalists in Columbia than in 1912. The country journalist, the city newspaper owner, the reporter of special or of general news, found in that year's program answers to many questions. Missouri journalists who heard the programs of the week carried back to their newspapers the ideas and ideals of journalists who were truly representative of the profession.

The speaker whose addresses are published include: E. P. Adler, president of the Lee Syndicate, Davenport,

Ia.; Herbert L. Baker, typography expert, New York; John T. Barker, attorney-general of Missouri; Dante Barton, editorial writer for the Kansas City Star; Mrs. Emily Newell Blair, special writer of Carthage, Mo.; Erwin Craighead, Mobile (Ala.) Register; Mrs. T. E. Dotter, associate editor of the Sullivan (Mo.) News; Walter Eason, editor of the Queen City (Mo.) News; Omar D. Gray, editor of the Sturgeon Leader; B. B. Herbert, editor of the National Printer-Journalist, Chicago; M. D. Hunton, special advertising representative, New York; S. E. Kiser, humorist; Elliot W. Major, governor of Missouri; H. F. McDougal, city editor of the Maryville Tribune; Robert Minor, Jr., cartoonist of the St. Louis Post-Dispatch; Barratt O'Hara, lieutenant governor of Illinois; Wright A. Patterson, editor-in-chief of the Western Newspaper Union, Chicago; B. H. Reese, managing editor of the St. Louis Star; Walter Ridgway, editor of the Fayette (Mo.) Advertiser; Mrs. Sarah Tyson Rorer, special writer of Philadelphia; James Schermerhorn, editor of the Detroit Times; Julius Schneider, advertising counsel for the Chicago Tribune; C. A. Shamel, editor of the Orange Judd Farmer, Chicago; E. N. Smith, city editor of the Kansas City Post; Miss Clara Chapline, paragrapher of the Minneapolis Tribune; J. C. Woodley, advertising manager of East St. Louis, Ill.

Topics common in the daily discussion during the week, as recorded in the bulletin, are: The responsibility of the reporter, the new trend in editorial comment, women in journalism, news of interest to women, writing for farmers. The editors find help in discussions on good editing, good business, propaganda, advertising methods and means, especially as applied to foreign advertising.

"Building a Circulation"

J. B. Powell, author of the sixth of the series of bulletins, which was issued in February 1914 by the School of Journalism, takes the viewpoint of a disinterested journalist in his discussion of circulation build-

ing. Powell's treatment of the newspaper from the side of the reader as well as the owner in his book on "Building a Circulation" is well suited to the efficient handling of the study. Powell attempts to give the country newspaper editor an understanding of the factors entering into his success.

Sound business and clear newspaper objectives are discussed. The thing to do, from the time a subscriber buys his first paper until he is abandoned as a regular subscriber, is outlined in detail. All devices used by a successfully managed circulation department are presented. Back of all method and form, however, is the sturdy reiteration of sound newspaper policy which forms the basis of circulation.

"The Editorial Page"

The editorial page, keystone of the newspaper, is the subject of the next bulletin issued for general circulation. It was written by Robert S. Mann, assistant professor of journalism of the University of Missouri, and issued in April 1914. In reality, the bulletin is a text book in editorial writing, compiled with the professional newspaper man in view as the student. Standard methods of lay-out on the editorial page, and material suitable for use on this page, are discussed. The editorial pages of the best American newspapers are used as examples.

About half of the book deals with the writing of editorials. Style, subject matter, and the technical details of "How to Begin," "How to Write," and "When to End," are clearly presented in this section of the bulletin. Lastly, the code of ethics of the best newspapers is summarized, so the country journalist and editor of the small-town daily can have at his finger-tips the best in ideals found in the journalism of the time.

"Journalism Week, 1914"

The bulletin describing Journalism Week of 1914 shows the constant variety being given to the annual mass meeting of Missouri and world journalists. This bulletin

reports the speeches of thirty nationally-known newspaper and magazine writers, in addition to giving newsy gossip from the lips of twenty other individuals from among the hundreds who attended the programs.

The new note in newspaperdom—chain newspapers—comes in for a full share of attention following the address of H. N. Rickey, of Cleveland, editorial director of the Scripps-McRae League of Newspapers. Editorials, newspapers and the law, human interest, and the new advertising, are described in the bulletin.

The complete list of speakers quoted is as follows: Ralph M. Baird, Kansas City Post photographer; J. P. Baumgartner, editor of the Santa Ana (Cal.) Register; A. L. Bixby, poet-humorist of the Nebraska State Journal; Frank L. Blanchard, editor of Editor and Publisher; H. W. Brundige, editor of the Tribune and Express, Los Angeles; D. L. Burnside, editor of the Poplar Bluff (Mo.) Republican; J. P. Cargill, telegraph editor of the St. Joseph News Press; Joe M. Chapple, editor of the National Magazine, Boston; Monte Crews, artist, of New York; Dorothy Dix, special writer for the New York Evening Journal; Mrs. Anna M. Doling, writer, Springfield, Mo.; Thomas Dreier, editor, Associated Advertising; R. M. Edmonds, night editor of the St. Louis Republic; Mrs. E. W. Ewing, editor of the Missouri Ledger, Odessa; Mrs. Amy R. Haight, writer, Chillicothe, Mo.; W. H. Hamby, writer, Chillicothe; Mrs. Mary E. Hart, editor and lecturer of Alaska; C. J. Henninger, editor of the St. Louis County Herald; B. B. Herbert, editor of the National Printer-Journalist; E. W. Hodges, secretary of state, Arkansas; Herbert Johnson, cartoonist of the Saturday Evening Post; R. W. Jones, city editor of the Columbia (Mo.) Tribune; G. Prather Knapp, advertising man of St. Louis; T. W. LeQuatte, business manager of Successful Farming; G. E. Marcellus, American Press Association, Chicago; C. N. Marvin, editor of the Shenandoah (Ia.) Sentinel-Post; Will H. Mayes, director of the school of journalism University of Texas; J. W.

Morrison, literary editor, the Kansas City Star; Charles Nagel, lawyer, St. Louis; W. R. Nelson, editor and publisher of the Kansas City Star; H. R. Palmer, assistant city editor, Kansas City Star; Ada Patterson, special writer, the New York American; W. J. Pilkington, editor, Merchants' Trade Journal; Grantland Rice, sporting editor of the New York Evening Mail; H. N. Rickey, editorial director of the Scripps-McRae Newspapers; Cornelius Roach, secretary of state, Missouri; Lee Shippey, editor of the Higginsville (Mo.) Jeffersonian; William Southern, Jr., editor of the Jackson Examiner; L. M. White, junior editor of the Mexico (Mo.) Ledger.

"The World's Journalism"

Back from a tour of the world lasting from June 1913 to May 1914, Dean Walter Williams writes and presents to American journalists one of the first treatises on world journalism. This bulletin, the ninth of the journalism Series issued in February 1915 by the School of Journalism, is filled with information gathered in newspaper offices in twenty-four nations and empires of the world. The author takes an optomistic view of newspapers of the world, as he finds them, but does not minimize the shortcomings of the profession or refuse to recognize the superiority of the foreign press, where such exists, over American newspapers. This bulletin is a panoramic view of the profession that had become, in a century, truly world-wide.

"Newspaper Efficiency in the Small Town"

"Newspaper Efficiency in the Small Town," issued in April 1915, is a continuation of the School of Journalism's efforts to assist the country editor of Missouri and adjoining section to make the most of his opportunities. The bulletin is a supplement, in many ways, to those previously issued on country journalism, but it goes further into the subject and brings things up-to-date so the small town newspaper editor can keep abreast of the swiftly-moving professional improvement.

A practical system for newspaper improvement makes up the heart of this bulletin. Details of newspaper and advertising costs seldom completely understood by the country editor, are hammered out of practical fact in a manner making them easily available for the newspaper man who most needs them. It is designed to give the country editor a chance to make his newspaper show a fair profit by the use of modern methods of accounting and business procedure.

"Journalism Week, 1915"

New friends and old, but new speeches from each of them, make the sixth annual Journalism Week seem an entirely new event, according to the account of the occasion in the bulletin "Journalism Week, 1915" issued as No. 11 of the school's series in May 1915, and edited by Prof. C. G. Ross.

Champ Clark, speaker of the House of Representatives, was perhaps the most distinguished non-journalist in attendance. The program was carried on by a long list of individuals who had gained recognition in a particular field of journalism.

Topics discussed at the sixth Journalism Week include: News and editorials, the newspapers and the law; cartooning; religious and trade journalism; Women in journalism; and advertising from the standpoint of its constantly growing variations; and the business side of the newspaper and magazine.

One outstanding feature is the "Made-in-Missouri" banquet which closes the week. Each guest is presented a basket filled with souvenirs of Missouri's manufacturing progress. Speeches on governmental and civic growth accompany the display of industrialism.

The following speakers are listed: Champ Clark, speaker of the House of Representatives; William R. Painter, lieutenant governor of Missouri; David R. Francis, former governor of Missouri; Walter B. Stevens, St. Louis; Charles S. Keith, president of the Commercial Club of Kansas City; George B. Dealey, general

manager of the Dallas News and Galveston News of Texas; John A. Sleicher, editor of Leslie's Weekly; Chase S. Osborn, former governor of Michigan; John Clyde Oswald, editor of the American Printer, New York; J. W. Pegler, manager of the St. Louis Bureau of the United Press; Fred R. Barkhurst, managing editor of the St. Joseph Gazette; C. A. Vane, editor of the Arkansas Democrat, Little Rock; Bernard Finn, editor of the Sarcoxie (Mo.) Record; W. F. Mayhall, editor of the Bowling Green (Mo.) Times; J. N. Stonebraker, editor of the Carrollton (Mo.) Republican-Record; R. M. Thomson, editor of the St. Charles, (Mo.) Banner-News; Karl Walter, dramatic critic of the Kansas City Star; Judge Henry Lamm, Sedalia, Mo.; Fred G. Cooper, Collier's Weekly; A. B. Chapin, the St. Louis Republic; the Reverend Father D. S. Phelan, editor of the Western Watchman, St. Louis; Dr. C. C. Woods, editor of the Christian Advocate, St. Louis; John Clyde Oswald, editor of the American Printer, New York; Miss Edna McGrath, the St. Louis Republic; Miss Jane Frances Winn, the St. Louis Globe-Democrat; J. Breckenridge Ellis, Plattsburg; Miss Elizabeth Waddell, Ash Grove; Robertus Love, the St. Louis Republic; W. H. Hamby, Chillicothe; Mrs. Emily Newell Blair, Carthage; E. K. Whiting, manager of the Owatonna (Minn.) Journal-Chronicle; Carl Hunt, editor of Associated Advertising, Indianapolis; Herbert S. Houston, vice-president of Doubleday, Page and company; A. C. McGinty, of Neosho, president of the Associated Advertising Clubs of Missouri; Walter S. Donaldson, president of the Advertising Club of St. Louis; D. E. Levy, advertising manager of the Grand Leader, St. Louis; A. C. Boughton, St. Louis manager of the Manufacturers Record; A. R. Furnish, of the Advertising Club of St. Louis; John C. Reid, vice-president of the National Oats Company, St. Louis; J. F. Hull, editor of the Maryville (Mo.) Tribune; B. Ray Franklin, editor of the Russellville (Mo.) Rustler; Nate McCutchan, editor of the Windsor (Mo.) Review.

"Deskbook of the School of Journalism"

The Deskbook of the School of Journalism went into the fifth edition, issued as No. 12 of the Journalism Series, in an enlarged and greatly amplified form. Primarily, it was intended as a guide for student-reporters in the School of Journalism, but it had such undeniable elements of sound practicability and represented the concensus of opinion as to newspaper usage to such an extent that it has come to be used in many newspaper offices as the guide for reporters. The deskbook is, and was, a practical manual of composition and practice for newspaper reporters. The fifth edition is edited by Charles G. Ross, associate professor of journalism of the University. This edition of the deskbook contains the "Journalist's Creed," a code of ethics written by Dean Walter Williams for journalists. Copies of this creed are now found in newspaper offices throughout the country.

"The Journalist's Library."

"In addition to knowing something of all men's business, the journalist must know a great deal about his own." The thirteenth of the series of Journalism Bulletins, designed to sort the mass of literature purporting to tell the journalist a great deal about his business and give the practical newspaperman a chance to read without wasting his time, was issued January 1916. It is intended to give a list of standard reference books which enable the newspaperman to add to and to check his knowledge of his own and other people's business.

The bulletin is compiled by Charles E. Kane, an assistant in the School of Journalism. It is a bibliography of the best books on journalism and journalistic writing at that time, and of reference books on sociology, economics, government, religion, literature, fine arts, biography, and dictionaries and encyclopedias. It went into newspaper offices with the definite mission of promoting accuracy and of increasing the fact-equipment of Missouri journalists.

"Making the Printed Picture"

With the constantly growing use of engravings in the small newspaper and the installation, in a number of plants, of photo-engraving machinery, came a general demand for knowledge of the engraving process and the standard methods of preparing copy for engravers. Herbert W. Smith, instructor in illustrative art in the University, answered this demand with a bulletin, No. 14 of the Journalism Series (issued April 1916), which he calls "Making the Printed Picture." Smith's treatise explains the engraving process in detail and describes the various uses of engraved plates.

Line copy, halftone copy, and the size of screen adaptable to each type of printing and paper, are thoroughly discussed. With the explanations are charts showing the exact screens most desirable for each class of printing. An equally useful chart accompanies the discussion of the mediums suitable for the making of copy for engravings.

A particularly practical chapter is on "Printing the Plate." This division gives the printer, who is having trouble printing from engravings, advice and help that, if followed, can only result in better printing.

"The Law and the Newspaper"

Five years after the publication of the bulletin by Dean Walter Williams on Missouri laws affecting newspapers, Frederick W. Lehmann of the St. Louis bar delivered an address at the School of Journalism on "The Law and the Newspaper." The School of Journalism printed Dr. Lehmann's address and issued it as No. 15 of the Journalism Series in December 1917. Dr. Lehmann, a lawyer of experience and a former president of the American Bar Association, was well fitted to explain the law of Missouri as it affected newspapers. His discussion of the subject supplements Dean Williams' earlier work and makes the laws pertaining to libel clear to all who read his address.

"The Journalism of Japan"

Prof. Frank L. Martin's "The Journalism of Japan" the sixteenth number of the Journalism Series, (issued April 1918), is an illustrated feature article on the interesting struggles of the Japanese to build newspapers. A review of the history of Japanese journalism and a prospectus of what might reasonably be expected from the Japanese is included.

Prof. Martin sees the Japanese journalist through sympathetic, yet unprejudiced eyes, and his story of the Japanese press, its style, its methods, and its accomplishments, is done with the clarity of the trained journalist. He brings Missouri editors and others interested in journalism a vivid picture of the high points and low points in the progress of Japanese journalism.

"Problems of Advertising"

Professional advertising men, accustomed to the buying and selling of space in country newspapers, present their case to Missouri journalists in the seventeenth of the Journalism Series, "Problems of Advertising." This bulletin was issued in September 1918, and is edited by Robert S. Mann.

Mr. Eads, a member of the staff of the D'Arcy Advertising Company of St. Louis, in addressing the visitors of Journalism Week in 1918, explains the factors entering into the placing of contracts for foreign advertising with country newspapers.

The addresses of Mr. Huse and Mr. Linn are also delivered during the Journalism Week of 1918. Mr. Huse tells of the Gold Medal Agreement between Missouri newspapers by which foreign advertising was to be placed in the papers of the state. He praises the co-operation of the Missouri papers and predicts beneficial results from the uniformity of advertising rates which resulted from the organization of the county papers.

Mr. Linn cites the changing scale of advertising, as a result of the World War, and predicts that advertising

will play a big part both in local and national business following the war.

"The Missouri Intelligencer and Boon's Lick Advertiser"

E. W. Stephens, pioneer newspaper man of Columbia, wrote a history of the first newspaper west of St. Louis, the Missouri Intelligencer and Boon's Lick Advertiser, for the centennial celebration of the founding of the newspaper. The short history is released by the School of Journalism as No. 18 of the Journalism Series, May, 1919.

"Deskbook of the School of Journalism"

The sixth edition of the "Deskbook of the School of Journalism" appears in June 1919, edited by Prof. Robert S. Mann. The fifth and sixth editions are similar in form and content, but the sixth edition is modernized and made to conform to changes in style which are noticeable in the press generally. It takes the place of the fifth edition as the guide of students in the School of Journalism and on the copy desks of the newspapers which had adopted the deskbook as the standard guide for news writing and editing.

"The Small-Town Newspaper as a Business"

Three addresses delivered at the tenth annual Journalism Week at the University make up the next bulletin, "The Small-Town Newspaper as a Business," issued in September 1919 and edited by Robert S. Mann. The addresses are by Frank W. Rucker, advertising manager of the Jackson Examiner of Independence, Mo., Benjamin S. Herbert, editor of the National Printer-Journalist, Chicago; and J. N. Stonebraker, president of the Missouri Press Association at that time and a former editor of the Republican-Record of Carrollton, Mo.

Rucker tells how to make a newspaper the farmer wants and how to sell it. He advises "a clean, well-

printed, newsy sheet, together with rural news that is news".

Herbert's talk on "Typography of Circulation" says the same basic principles stimulating the appetite of an individual for food hold in stimulating his appetite for a newspaper. "Typographically," he says, "the whole newspaper should be laid out with the general purpose of serving the reader with his daily or weekly meal of intelligence so as to permit him to select what he desires in the least space of time. News features should be in one place, the local news in another, and all should have the same relative position from one edition of the paper to another."

For profit, and for service, the two aims of good newspapers as described by Stonebraker in his address "Running a County Newspaper for Profit and Service," are interdependent. One cannot exist without the other, he says. He advises getting away from hand-to-mouth financing and the placing of the newspaper on a sound financial basis by making a good newspaper. After making the paper a good one and making it pay a profit, service is a matter of course if it continues to be prosperous, Stonebraker says.

" Deskbook of the School of Journalism"

The seventh edition of the deskbook of the School of Journalism summarizes the style changes of the rapidly-shifting newspaper usage since the edition of 1919. It is revised by Prof. Robert S. Mann and issued in 1920.

"The Newspaperman's Library"

"The Newspaperman's Library" includes suggested readings in history, biography, essay, changing conditions of the press, making a newspaper, and technical studies of the following divisions of newspaper production: editorial, reporting, copy reading, the country newspaper, journalism for women, college journalism, books on advertising, soliciting of advertising, circulation management. Reference books for use in newspaper

offices are suggested. The bulletin lists for the professional newspaperman books of instruction and of technical description. It brings the best books out of the mass of reading and tells the newspaperman where he can procure them. The bulletin is revised by Claire E. Ginsburg.

"Picture Plates for the Press"

"Picture Plates for the Press" is an amplification and modernization by Herbert W. Smith's of his earlier bulletin, "Making the Printed Picture." It gives a detailed and interesting account of the new methods of making engravings, the types of engraving suitable for newspaper purposes, and the newer methods of making engravings, the types of engraving suitable for newspaper purposes, and the methods of preparing copy which will obtain the best results in the photo-engraving laboratory. It is a technical manual for engravers on one hand, and a simple, directive guide for the country newspaper man needing engraving work done, on the other. Many small printing shops over the country were installing photo-engraving equipment at that time and Smith's instructive bulletin is intended to help these individuals also in obtaining the best results from the equipment and to prevent waste in the haphazard preparation of plates and copy.

"Some Points on the Law of the Press"

Previous bulletins of the Journalism Series give complete discussions of the Law of the Press pertaining to libel and to the publication of legal advertising. The address of Rome G. Brown of the Minneapolis bar during Journalism Week 1922 furnishes an opportunity to cover the phases of the law of the press omitted in previous bulletins. "Some Points on the Law of the Press," written by Brown, is issued in May 1922. This covers censorship and restraint as legally applied to newspapers, the restrictions imposed upon the trail by newspapers of an individual criminally accused before he is brought into

court, defines the legal and ethical side of the problems of the press, and gives a general idea of the network of laws under which the newspapers are published and protected.

"Special Phases of Journalism"

Nine distinct topics of current interest are covered in bulletin No. 25 of the Journalism Series. The bulletin is a collection of nine addresses delivered at the School of Journalism during 1922. These addresses carry technical instruction as to the writing of special types of news and evaluations of specialized fields in journalism.

Marvin H. Creager, managing editor of the Milwaukee Journal, in an address "Other than News" points out the value of material other than news which may be successfully incorporated in newspapers. His advice is to include a judicious amount of features in a newspaper in order to produce the best possible publication.

Philip Kinsley, reporter for the Chicago Tribune, tells of his experiences while connected with President Wilson's retinue during the tour of the west just previous to the President's breakdown. Kinsley's speech contains much of the romance and the glamour of reporting and not a little advice and description as to the methods used in this branch of the profession.

"Woman's Field in City Journalism" by Vina Lindsay, reporter for the Kansas City Post, is blunt denial of the old prejudice against women in journalism and an avowal that woman can be successful in any phase of journalism in which she is interested. Her contention is supported by many examples of women who have succeeded and a relation of the methods they have used.

"Woman's Field in Country Journalism" written by Mrs. W. E. Ewing, owner and publisher of the Odessa Ledger, is something of an autobiography. Mrs. Ewing tells of her successes in the country newspaper field and expresses her belief that the country field is open to any woman who likes the work. She stresses sympathy and idealism in service as a means to success in this field.

Marion F. Parker, sports editor of the St. Louis Globe-Democrat, describes the methods the metropolitan sports editor uses in obtaining athletic news. Getting the news is Parker's big problem and he tells the ways in which he reduces the period between the "break" of a story and its inclusion in an edition of the paper.

The increasing opportunities in the field of technical journalism are revealed by Samuel O. Dunn, editor of Railway Age, in an address, "The College Man in Technical Journalism." Dunn tells his audience of the new field of technical journalism, describing it as one of the most profitable, and as affording those with a double interest an opportunity to find pleasant work. The technical journal has influence greater than any general publication, he says, and the field needs trained journalists who are devoted to ideals of service.

"Getting Personality Into Advertising Copy" is the subject of George L. Carter, advertising manager of Woolf Brothers, Kansas City. Carter stresses the attractive element in advertising, the news element, and the interest element. An advertisement's personality is based on the same fundamentals as that of a human being.

Service and promotion come within the lines of duty of the modern newspaper, David R. Williams, manager of the service and promotion department of the St. Louis Globe-Democrat says in an address which he calls "Modern Newspaper Service and Promotion Work." No newspaper can be of maximum value to its community unless its service is mixed with promotion of the best interests of the community, he says. Service to the public includes the giving of accurate information on local markets, trades, education of dealers to better business methods, supplying data, maps, route lists for the advertiser and dealer.

George B. Dealy, president and general manager of the Dallas Morning News, draws upon forty-eight years of experience with the News to give "Some Suggestions for Beginners in Journalism." His experience with hun-

dreds of reporters, some who succeeded and some who did not, resulted in the following advice: Being as a reporter—observe and remember; work; profit by your mistakes; don't try to be a genius unless you have first established yourself as a worker; find the particular journalistic channel you like best and get in it and stay there.

"The Journalism of China"

Frank L. Martin's study of the journalism of Japan is supplemented by Don D. Patterson, assistant professor of journalism, in his study of the "Journalism of China", issued in bulletin form by the School of Journalism in December 1922. Patterson analyzes the extent to which the Chinese press has developed; he studies the influence of the press, and the methods used in the editorial, advertising, and printing departments. His bulletin gives a comprehensive picture of the new force in China and furnishes a basis for a prediction of the future of the profession in that country.

"Missouri Alumni in Journalism, 1923"

The School of Journalism issued shortly after its fifteenth birthday a directory of its alumni. The four hundred and thirty-five graduates up to that time, and many former students, are listed in the directory, together with a short personal and professional history and their addresses. The bulletin was compiled by Prof. Sara L. Lockwood.

"News and the Newspaper"

Journalism Week 1923 was the occasion for the celebration of the fifteenth anniversary of the School of Journalism. Events of the week centered around the list of lecturers, and the activities of the Missouri Writers Guild and the Missouri Press Association, both organizations being in convention during the week.

The "Made-in-Manchuria" banquet which closed the week was one of the outstanding events. The banquet

was made possible through displays furnished through the South Manchuria Railroad.

The following addresses during the week are listed: "What News to Print—The Publishers' View," by Willis J. Abbot, editor the Christian Science Monitor; "Devitalized Journalism", by Frank P. Glass, editorial director of the St. Louis Star; "What News to Print,—The Readers' View," by Jesse W. Barrett, attorney-general of Missouri; "What the Preacher Wants in the Newspaper," by Dr. Claudius B. Spencer, editor, Central Christian Advocate, Kansas City; "What the Farmer Wants in the Newspaper," by Chester H. Gray, former president of the Missouri Farm Bureau Federation, Nevada; "The Newspaper and the Man in Office," by Charles U. Becker, secretary of state of Missouri.

Some neglected News Fields: "High School News," by A. L. Preston, president, Democrat-News Printing Co., Marshall; "Some Local Features," by T. G. Thompson, publisher, the Shelby County Herald, Shelbyville.

News in Other Lands: "Foreign News Service," by J. H. Furay, foreign editor of the United Press, New York City; "An American Reporter in China," by Frank H. Hedges, Peking correspondent, the Japan Advertiser, and the Philadelphia Public Ledger; "Some Observations on Journalism in the Orient," by Oscar E. Riley, New York.

News in Our Capitals: "Reporting a Legislature," by Asa Hutson, the St. Louis Globe-Democrat; "The Washington Assignment," by J. Fred Essary, Washington Correspondent, the Baltimore Sun; "The Making of the Cartoon," by D. R. Fitzpatrick, the St. Louis Post-Dispatch.

The Newspaper in the Small City: "The Editorial Content," by Edgar C. Nelson, publisher of the Boonville Advertiser; "Shall the Newspaper Do Commercial Printing?" by William Southern, Jr., editor, Independence Examiner.

Advertising in the Small City: "The Personal Touch in Advertising," by R. E. Shannon, business manager,

the Evening Journal, Washington, Ia.; "Farmers' Advertising," by D. C. Simons, editor the Tribune, Grant City; "The Obligation of the Small-Town Publisher to His Advertisers," by Alfonso Johnson, manager, the Columbia Missourian.

Women in Journalism: "Some Opportunities in Journalism for Women," by Miss Beatrix Winn, secretary, Northwest Missouri Press Association, Maryville; "Advertising as a Careet for Women," by Miss Elizabeth Bickford, N. W. Ayer and Son, Chicago.

The Writers of Fiction: "A Forward Glance at Fiction," by Miss Dorothy Scarborough, Columbia University; "Why Do Authors Write?" by Miss Temple Bailey; "Novel Writing—Its Cause and Cure," by Jay William Hudson, professor of Philosophy, University of Missouri; "Reaching the Reading Public," by E. Haldeman-Julius, president, Haldeman-Julius Company, Girard, Kan.; "Building an Editorial Club House," by E. S. Bronson, the American, El Reno, Okla.

The Journalism of the Future: "Tendencies in American Journalism," by William B. Colver, general editorial manager, the Scripps-Howard Newspapers, Washington, D. C.; "The Making of a Newspaper," by Louis Wiley, business manager the New York Times; "The Press and our Oriental Relations," by Poultney Bigelow, honorary professor in Ecole Coloniale, Paris.

"The Writer and the Publisher"

Three bulletins containing speeches delivered during Journalism Week 1924 are issued by the School of Journalism. This one is devoted to editorial methods and influences, advertising and business management, and fiction writers. The following speeches are covered in this bulletin:

The Writer and Publisher: "The Newspaper Correspondent," by Edgar White, editor the Daily Chronicle-Herald, Macon; "Special Features in the Country Newspaper," by E. J. Melton, publisher the Republican, Caruthersville; "The Making of the Cartoon," by Roy

H. Hames, cartoonist for the St. Louis Star; "Newspaper Make-Up", by W. Clyde Fuller, the Rustic, Lebanon; "The Newspaper Library and Morgue," by Charles B. Maugham, librarian, St. Louis Post-Dispatch; "Needed Newspaper Legislation," by W. E. Freeland, editor the Taney County Republican, Forsyth; "What the Lawyer Wishes from the Newspaper," by Guy A. Thompson, president the Missouri Bar Association; "Opportunities in Business and Technical Journalism," by Allen W. Clark, president American Paint Journal, St. Louis; "The Press of Illinois," by J. M. Sheets, publisher the Oblong Oracle, Oblong, Ill.

The Newspaper's Business: "Newspaper Promotion by Advertising," by Douglas V. Martin, Jr., manager of publicity, St. Louis Globe-Democrat; "Advertising from the Retailer's Standpoint," by Paul Harris, McLaughlin Brothers Furniture Company, Boonville; "Co-operation Among the Country Newspaper for National Advertising," by Herman Roe, Northfield, Minn., president Country Newspapers Association, Inc.; "The New Information," by Stanley Resor, president J. Walter Thompson Company, New York City; "How to Get the Business and Collect the Money," by Charles M. Meredity, the Free Press, Quakertown, Pa.; "The Telephone as an Aid to Journalism", by Perch Redmund, general manager Southwestern Bell Telephone Co., St. Louis.

About Fiction: "Writing for Young People," by Miss Catha Wells, Oakland, Cal.; "Why Writers Should Be Philosophers," by Jay William Hudson; "What Writers Should Know," by T. C. O'Donnell, editor, Writer's Digest; "Cramped Style," by Mrs. Mary Blake Woodson, the Kansas City Star; "Literary Possibilities in Missouri History," by Floyd C. Shoemaker, secretary, State Historical Society of Missouri; "Missouri Literary Material for Missourians," compiled by Miss Catherine Cranmer.

"Women and the Newspaper"

"Women and the Newspaper" is a companion bulletin to "The Writer and Publisher," and contains addresses

by women editors at the fifteenth annual Journalism Week of the School of Journalism. Sara L. Lockwood, assistant professor of journalism, writes the introduction in which she summarizes the progress of women in journalism as brought out by Journalism Week talks and as demonstrated by the growing number of women on newspapers.

This bulletin, issued September 1924, includes: "Journalism as a Career for Women," by Mrs. Marie Weekes, editor the Norfolk Press, Norfolk, Neb. "It is not only women's idealism we need in newspapers," Mrs. Weekes says, "but her ability to undertake that which is utterly revolutionary, apparently impractical. "The Woman's Page," by Mrs. Florence Riddick Boys, woman's editor the Pilot, Plymouth, Ind., and editor of Woman's Page Syndicate.

In "What Women Wish From the Newspapers," Mrs. W. K. James, St. Joseph, Mo., says: "A less conspicuous and attractive presentation of crime and scandal; a higher tone to the comic page; a fair statement of both sides of disputed questions, religious, political, scientific, or any others of importance; clear, definite information on political subjects; clear, simple, thoughtful editorials on all subjects of public interest; untiring efforts to make country people understand the importance and the possibility of good rural schools."

Mrs. Elias R. Michael of St. Louis also discusses "What Women Wish from the Newspaper". "Women refuse to look upon newspapers as mere commercial enterprises and advertising mediums," she says. "They place upon the newspaper a large responsibility as perhaps the most important agency of public welfare and for private information."

In explaining "Opportunities for Women in Advertising," Mrs. Faith G. Sharratt, advertising manager John Taylor Dry Goods Co., Kansas City, says: "There is no position in the world today more suited to women than advertising, or the publicity work connected with advertising. Women are able to put their fingers on the

selling point, and are especially equipped to understand many phases of selling and distribution."

"Illustration in Advertising"

Advertising and advertising illustration came into prominence after the World War and the competition in advertising made it necessary for pictures to be used. In order that newspapermen might know what kind of illustrations were suited to certain types of advertising, what appeals were found in photographs, and how and when to use illustrations, the next bulletin of the School of Journalism was issued September 1924. It is called "Illustration in Advertising," and is written by Horatio B. Moore, instructor in photo-engraving. The bulletin is profusely illustrated with types of advertising and pictures suitable for stressing the appeal desired. It is another of the semi-text book bulletins designed to assist the newspaperman wherever he may be.

"Journalistic Ethics and World Affairs"

The ethics of American, English, and Japanese journalists as described by speakers during the fifteenth annual Journalism Week at the University, May 12-17, 1924, make up this bulletin, called "Journalistic Ethics and World Affairs." It includes addresses by W. J. Sewall, editor of the Carthage Press, on "Some Journalistic Ethics;" "Gathering News in America and Elsewhere;" by Karl A. Bickel, president of the United Press, New York; "British and American Journalism," by Percy Sutherland Bullen, American representative of the Daily Telegraph, London; "News and Other Features of the Newspaper," by M. Koenigsberg, general manager, International News Service, New York; "Ideals and Methods of English Newspapers," by Sidney F. Wicks, the Manchester Guardian, Manchester, England; and "Journalism in Japan," by Kinuji Kobayashi, former editor of Chuco, Tokyo.

"The Deskbook of the School of Journalism"

The eighth edition of the deskbook revised by Prof. Robert S. Mann, and issued December 1924, brings into printed form all the changes in style since the seventh edition, and adds more complete discussions of some doubtful points of technique. The dual purpose of the deskbook is to "deal with good English as opposed to bad English, and to deal with the School of Journalism's 'style' or preference among two or more forms which are all sanctioned as good English."

"Missouri Alumni in Journalism"

"Missouri Alumni in Journalism", a directory of the graduates and former students of the School of Journalism, compiled and edited by Prof. Sara L. Lockwood in 1925, included about 800 names. Brief biographies of the 570 graduates and nearly 300 former students are given, as well as "News of the School," "Curriculum Extended," "Scholarships and Prizes," "Journalism Organizations," enrollment tables, and pictures of faculty members and fac-similes of pages from the Columbia Missourian, the Missourian Magazine and the Herald-Statesman.

"Advertising and Publicity"

This bulletin, issued September 1925, carries some of the addresses delivered during the fifteenth annual Journalism Week, May 4-8, 1925.

"Newspaper Organization and Some Observations on Newspaper Advertising," by George M. Burbach, advertising manager St. Louis Post-Dispatch: "The Newspaper of today, whether large or small, must be an organization of aggressive, determined, clear-thinking men and women. Each department must be directed by and made up of the best talent available in their particular line, for the final result reflects the organization which makes it."

"Getting National Advertising for the Country Newspaper," by James O'Shaugnessy, executive secretary

American Association of Advertising Agencies: "To be a truly national advertiser one must use the country papers, and the reason the country press of Missouri does not get more national advertising is because it has not reduced the economic resistence." The conditions in Missouri, he claims, are much better than in many other states, and "The national advertiser can think of Missouri country circulations as desirable since they are economically available."

"Building a Classified Page in a Country Weekly," by W. Earle Dye, editor of the Richmond Missourian: The first want ad printed by that issued by Herod, "Wanted, the King of the Jews," Dye says. The want ad was present in a variety of forms before books or newspapers were printed. "Well-timed, and well-written promotional advertising, aimed at a mark, is sure to bring in returns—if it is kept up long enough. A newspaper which is building up a classified want ad section should advertise for both readers and advertisers."

"Watching for Fake Advertising," by R. C. Ferguson, editor Buffalo, Mo., Reflex: "It is the duty of every Newspaper to avoid all questionable advertising for at least four reasons: Financial loss to readers; shatters confidence of readers in the paper; paper running it is liable to suspension from the mails; fake advertising violates the golden rule of newspaper success." Watch spurious foreign advertising, he advises, and if your local baker tends to circus-type advertising explain to him what advertising is and how it may be best used.

"Advertising from the Viewpoint of the Country Merchant," by John H. DeWild, manager of the Merchants' Service Department of Ely and Walker Dry Goods Company, St. Louis: Country merchants need help in writing advertising copy that will really mean something. To aid the merchant he should be assisted in planning his advertising and formulating a campaign that will mesh with his merchandising plans. The business given mail order houses is not the fault of the consumer but is caused by a lack of planned advertising: "The fault is

entirely with the local merchants who failed to describe their wares attractively or convincingly. The greater the variety of advertising the more extended and varied the appeal."

"Advertising a City," by G. V. Kenton, editor St. Louis News Service: Be conservative, avoid the spectacular, be consistent. Kenton tells of the advertising plan used by St. Louis. National magazines, newspapers, and direct mail were used in the 1924 campaign. A news service was established and a campaign conducted to secure additional industries for the city. "We must deal with the truth in municipal advertising. Honest, sincere effort to tell the world of your city's advantages does pay. Every penny spent wisely brings back a nickel with it."

"The New Profession, Public Relations," by Frank LeRoy Blanchard, director of Public Relations, Henry L. Doherty and Co., New York: "Public relation may be defined as the relations existing between the company, on the one hand, and the people whom it serves, on the other," Blanchard said. "The better these relations are, the greater the chance of achieving a financial success. The director of a public relations department must be a diplomat, an advertising expert, a good public speaker. The chief functions of a public relations department are: The preparation and placing of the company's advertising; editing and publishing its house organs; furnishing news and special articles to daily newspapers, trade publication, and magazines; and the practice of diplomacy.

"Journalism Week, 1925"

Bulletin No. 36, issued September 1925, gives the editorial side of the sixteenth annual Journalism Week addresses at the University. Advertising has been covered in a previous bulletin, "Advertising and Publicity."

The program is now divided into topical sections as follows: Editorial direction, the editorial page, international problems, book and magazine departments, the

small-town newspaper, newspapers and the state capital news, women in journalism.

Addresses included are Editorial Direction, "Journalism as Public Service," by Marcellus Elliott Foster, president the Houston Chronicle; "The Profession of Journalism," by James Thomas Williams, Jr., editor, Boston American; "Getting the Truth," by Lewis Craig Humphrey, editor Louisville, Ky., Herald and Post; "Modern Tendencies in Journalism," by Elbert H. Baker, president of the Cleveland Plain Dealer; "The Freedom of the Press," by Harry B. Haws, representative in Congress.

The Editorial Page: "Does a Fighting Editorial Policy Pay?" by Walter M. Harrison, managing editor, Daily Oklahoman and Oklahoma City Times; "Editorial Research," by Burt P. Garnett, editorial research reports, Washington, D. C.; "The Cartoon and the Newspaper," by Roy Harrison James, cartoonist, St. Louis Star.

International Problems: "International News Communications," by Walter Stowell Rogers; "Reporting for the United States in Foreign Lands", by J. H. Furay, vice-president in charge of foreign service, United Press Association, New York City; "The News of the World," by Chester R. Hope, editor, Universal Service, New York.

Book and Magazine Departments: "Literary Reviewing," by Llewellyn Jones, literary editor, Chicago Evening Post; "The Author and the Public," by Joseph S. DeRamus, associate editor, Rock Island Magazine; "The Author and the Public," by Jay William Hudson, author of "Abbe Pierre;" "The Free-Lance Writer and His Opportunities," by Edward B. Garnett, Sunday and magazine editor, Kansas City Star; "Stories and Verse Children Like Best," by Miss Marjorie Barrows, assistant editor, Child Life, Chicago; "What Women Readers Want," by Mrs. Ida Migliario, editor, Household Magazine, Topeka, Kan.; "Doing Special Features," by Arthur Frederick Killick, Kansas City Star; "Writing the Western Story," by Hugh F. Grinstead, short story

writer, Columbia, Mo.; "The value of an Outing With Writers," by Mrs. Amy Barron Leonard, short story writer, Kansas City.

The Small-Town Newspaper: "Making Fifty Per Cent Return on Country Newspaper Investment," by Clayton T. Rand, editor, Neshoba Democrat, Philadelphia, Miss.; "The Equipment of the Rural Office," by A. H. Steinbeck, editor Union Republican-Tribune; "County Organization Work," by William E. Arthur, publisher, Crystal City Press; "The Making of a Country Newspaper," by Elmo Scott Watson, editor Publishers' Auxiliary, Chicago; "The Near-City Daily," by Charles Whitaker, editor Clinton Democrat; "The Making of a Newspaper," by C. P. Dorsey, editor the Sun, Cameron, Mo.

The Newspaper and the State Capital Press: "The Press and the General Assembly," by Edward Henry Winter, publisher, Warrenton Banner and a state representative from Warren County; "Reporting at the State Capital," by R. E. Holliway, Jefferson City Correspondent, Kansas City Journal-Post.

Women in Journalism: "Some Opportunities Presented to Women in a Newspaper Office," by Mrs. Lois K. Mayes, former editor Pensacola, Fla., Journal; "How to Get a Job in Journalism," by Susan Shaffer Dibelka, manager, Woman's National Journalistic Register, Inc., Chicago.

"Recent Books for Journalists"

This bulletin, compiled by Bessie B. Marks, is published to supplement Miss Claire Ginsburg's bibliography, and to cover the new publications issued in the five-year period between the two bulletins. The bibliography includes books on the newspaper from the standpoint of business management, art in photography and advertising, editorials, ethics, law; trade and technical publications; collections of representative news stories; fiction, and type, proofreading, punctuation; and the country newspaper field.

"The Circulation of the Small City Daily"

Orland Kay Armstrong's research in journalism while a candidate for the Master of Arts degree resulted in a study of the circulation of the small city daily. Armstrong had been circulation manager for a daily paper of that type. The bulletin is a narrative of method, of organization, and of purpose. It includes the methods used in building the circulation system, the field, the personnel, the records; it includes recommendations for building circulation through the use of the paper itself; and recommendations for expansion outside and inside the city. The bulletin presents a worthy system, and a practical one, for conducting the circulation manager's office of the small-city daily.

"Beginnings of the Modern Newspaper"

"Tracing out the development of those factors that make up modern newspaper production: the make-up and arrangement of the paper as to content and departments, the presentation of news, advertising, headlines, diction, editorials, and the technique of news and feature writing," is the task undertaken by Orland K. Armstrong in the preparation of this bulletin, issued February 1926. "It is to note the developments that have been influenced by the five decades just past and the factors governing them, and to forecast, to whatever extent possible, future tendencies in newspaper production, that this study is made." The St. Louis Republican, the St. Louis Republic, the St. Louis Gazette, the St. Louis Post-Dispatch, the St. Louis Globe-Democrat, the St. Louis Star, and the St. Louis Times from 1875 to 1925, are the newspaper studied in the preparation of the bulletin.

"Dedication of a Stone From St. Paul's Cathedral"

This bulletin is descriptive of the ceremonies and includes the addresses made at the unveiling on the campus of the University of Missouri, November 10, 1925, of a stone which for 200 years had been a part of St.

Paul's Cathedral, London. St. Paul's looks "down upon the birthplace of English literature, the English newspaper press, and the English publishing business." The stone was presented to the University of Missouri School of Journalism by the British Empire Press Union through its president, Viscount Burnham. The stone was officially tendered by the British ambassador, Sir Esme Howard. It serves as a base for a meridian plate.

Dignitaries who attended the exercises and made talks which are recorded in the bulletin are: Bishop Frederick Foote Johnson, bishop of the Missouri Protestant Episcopal Church; Sir Esme Howard, British ambassador; President Stratton D. Brooks; E. Lansing Ray, chairman of the executive board of the University Board of Curators; George B. Dealey, president of the Dallas News; and others.

A formal banquet at Daniel Boone Tavern following the ceremonies is reported in the bulletin, and an appended chapter gives the historical significance of the stone, as interpreted by Aaron Watson, the British journalist at whose suggestion the gift was made; and Walter B. Bell, British historian. Some of the messages of congratulation received from notables all over the world by the School of Journalism, are included in the bulletin. They come from: Viscount Burnham; Stanley Baldwin, prime minister of Great Britain; Frank B. Kellogg, secretary of state of the United States; J. Ramsey MacDonald, former prime minister of Great Britain; Dean Inge of St. Paul's; Lady Nancy Astor, member of Parliament; Percy Sutherland Bullen, American correspondent of the London Daily Telegraph.

"Development of the Cartoon"

"Development of the Cartoon", issued June 1926, is a condensation of an address of that title delivered by Clifford K. Berryman, cartoonist for more than thirty years for the Washington Evening Star, at the seventeenth annual Journalism Week. Mr. Berryman traces the cartoon from its birth in Italy, its period of nursing

in Holland, to its maturity in England and the United States. Many famous cartoonists are described and their work evaluated. Berryman pays special attention to Thomas Nast, cartoonist for Harper's Weekly, whose cartoon-campaign against Boss Tweed contributed largely to Tweed's downfall.

"Journalism Week, 1926"

"Journalism Week, 1926", containing some of the addresses delivered at the School of Journalism during its annual gathering of journalists, was issued October 1926 as Bulletin No. 42.

In the first address printed therein Homer Croy, novelist, explains the five things he thinks every human being is interested in: Sex, in the bigger, finer interpretation of that word; Money or property; religion, or the Great Outside which interests the atheist as well as the Sunday school superintendent; the body, food, clothes and shelter; and the underdog—the struggle of the many against one.

Edgar T. Cutter, superintendent, Central Division, the Associated Press, tells of the news that is worth while. Things that bring pleasure, and entertaining, interesting sidelights on life, the activities of organizations, business, art, the making of books, religion, science, education, foreign news—in fact, anything that is decent, accurate, and entertaining, Mr. Cutter includes in his list of news.

"The Washington Press Gallery" is discussed by Charles G. Ross, former member of the School of Journalism faculty and now chief Washington correspondent for the St. Louis Post-Dispatch. He tells what goes on in the Press Gallery at Washington, of the people who make up the Fourth Estate, how national and international news is obtained and carried to the newspapers.

James E. Bell, associate pastor of the First Baptist Church, Kansas City, tells of modern church advertising. The church, he says, is untrained for the business of advertising itself. But the modern church is developing

its own technique for advertising purposes. It uses a weekly bulletin, makes use of letters, and some churches publish newspapers.

James Melvin Lee, director of the department of journalism at New York University, discusses the newspaper as an economic product. He tells of the cost of news, of print paper, the relation of news and advertising departments, relation of circulation to advertising and news. "Fireside critics of the newspaper," says Mr. Lee, "are usually so absorbed in ethical considerations that they overlook the importance of supply and demand. Whether the newspaper addresses itself to society en masse and uses the greatest common divisor, or to society en classe and employs the least common multiple, it cannot produce with a profit unless it sells what readers demand."

"Practicing the Profession of Journalism" is the subject of E. C. Hopwood, editor of the Cleveland Plain Dealer and president of the American Society of Newspaper Editors. Here are excerpts: "There is nothing more sacred in the reporter's code than keeping faith . . . A newspaper is the daily story of the lives of people . . . Most bad writing is the result of inadequate training and muddy thinking. Newspaper style, like any other style, is best when it attracks least attention to itself."

H. J. Haskell, editorial writer of the Kansas City Star tells how "A Reporter Looks at Europe" and his experiences in handling various European news events and interviews.

Dr. Maximo Soto Hall, of La Prensa, Buenos Aires, Argentina, tells of the profession of journalism in South America.

German newspapers and newspaper men are discussed by Dr. Emil Dovifat, deputy director of the German Institute of Journalism and chairman of the Berlin section of the German Press Association.

In a section designated "From the Woman's Viewpoint" there are addresses by: Miss Laura Lou Brookman on the work of the Sunday editor; Mrs. Wayne B.

Sprague on reading matter of interest to children; Mrs. Muriel Fairbanks Steward on feature stories from educational institutions; Miss Katherine Simonds on travel features and advertising; Miss Mildred Whitcomb on publicizing health; Miss Ruby A. Black on the Washington correspondent of the small-city daily; Miss Muriel Kelly on a college woman's work on a small daily; Mrs. Bess M. Wilson on opportunities in rural journalism; Mrs. Jessie Childers Williams on system in weekly publications; Mrs. A. W. Proetz on advertising as a field for women; Mrs. Rosalie Tumalty Dent on department store advertising; and Mrs. Susan Dibelka on the technique of applying for a journalistic job.

"Presentation of a Japanese Stone Lantern"

Bulletin No. 43, issued November 1926, is descriptive of the exercises at which a Japanese stone lantern was presented to the School of Journalism by the America-Japan Society through Prince Iyesato Tokugawa, its president. Tsuneo Matsudaira, Japanese ambassador to the United States, tendered the gift.

The exercises took place November 8, 1926. President Stratton D. Brooks accepted the gift on behalf of the University, and H. J. Blanton acted for the Board of Curators of the University.

In his address here printed Ambassador Matsudaira praises the cordial relations between the United States and Japan and expresses the hope that such occasions as the presentation of the lantern, standing as a gesture of friendship between the two countries, will make the peace between the nations more enduring.

A banquet followed the presentation exercises in the evening at the Knights of Columbus Students' Home. President Stratton D. Brooks, Tsuneo Matsudaira, Dr. J. C. Jones, president emeritus of the University, C. L. Hobart, president of the Missouri Press Association, Teijiro Tamura, Japanese consul at Chicago, Louis T. Golding, publisher of the St. Joseph News-Press, and

Prof. Jay William Hudson, were the speakers at the banquet.

Messages of congratulation were received by the School of Journalism from Baron Shidehara, foreign minister of Japan; Viscount Tadashiro Inouye, minister of railways and president of the Pan-Pacific Club; E. W. Frazar, vice-president of the America-Japan Society; Hirosi Saito, consul-general of Japan; Frank B. Kellogg, secretary of state; B. W. Fleisher, publisher of the Japan Advertiser, Tokyo.

The bulletin also contains editorials praising the world-friendship gesture represented in the exercises, which appeared in the St. Louis Globe-Democrat and the Kansas City Times.

"The Newspaper and Crime"

This bulletin, No. 44, issued January 1927, is a study of the affect of newspapers on crime. It is made with the intention of determining the validity of oft-repeated criticism that the newspapers are causing large numbers of crimes through suggestion and excess crime publicity.

Miss Virginia Cole wrote the thesis as a part of her work for the Master of Arts degree. Her conclusions are: That newspapers should not give excessive display to crime news; that conditions could not be found to support the attacks being made on the newspapers; that newspapers were justified in giving front-page space to crime news; That "it is the duty of the newspaper to follow each story of crime, with its punishment, just as it is the duty of the executives of the law to mete out deserved punishment, and, of the public to demand that these executives carry out this duty; that newspapers should bear the greater share of the burden of building up a moral defense in the minds of the people against crime, and should conduct a ceaseless campaign of publicity against crime in any form."

"International News Communications"

Another of the professional theses written by graduate students is "International News Communications," by Eugene W. Sharp, now an assistant professor in the School of Journalism. The bulletin was issued in January 1927.

It embraces much of the popular color of foreign news reporting, but centers mainly on the cable and wireless and their relation to the news carried by American newspapers.

A short history of cables and wireless and discussions of the relative value of each is included. British and American cable policies are contrasted and the effect of each on the problems of the foreign correspondent is explained. Cable rates, the means by which they are fixed, and the variety of classifications which are open to the news correspondent are tabulated.

An entire chapter is devoted to the Pacific nations and their news problems. Wireless is playing a big part in the development of the newspapers in the Pacific islands and in Asia, and due cognizance is taken of the situation.

The bulletin includes a bibliography of material on the subject of international news which is valuable in making an intensive study of phases of the problem not covered in the bulletin.

"The Small Community Newspaper"

This bulletin, issued March 1927, contains a discussion of the 12-em column, and advises all country editors who can to adopt it. Maximum press and folder capacity, and more space without any marked increase in production costs, are cited as the chief reasons favoring the change, outside of the improved opportunities for attractive make-up. John H. Casey, assistant professor of journalism and director of the courses in rural journalism, is the author.

Country correspondence is also dealt with. The bulletin gives the opinions of many journalists expressed

during Journalism Week to back up the assertion that county correspondence is one of the most valuable units in the small-community newspaper. The bulletin includes a standard scale of advertising rates for small-town newspapers based on their circulation. The value of want-ads and the ways to get them are outlined. Colored comics are favored for the country weekly since they appeal to the majority of the readers and cost comparatively little. Other topics covered are: Making the newspaper a community center; Christmas funds for needy children; projects for the beautification of the town; gathering local news; post election advertising; methods of going after national advertising.

"Written by Students in Journalism"

"Written by Students in Journalism" is an anthology of editorials, feature stories, fiction and special articles, news stories, and reviews written by students in the Missouri School of Journalism as a part of their class work during the year 1926-27. Prof. Sara L. Lockwood, editor of the volume, which was issued in November 1927, served as chairman of the journalism faculty committee which selected the stories as representing some of the best work done during this school year. The book is designed as an incentive and inspiration to students and to give the public a better idea of the work being done in the School of Journalism. The stories herein are reprinted from the Columbia Missourian, the Missourian Magazine, and the Herald-Statesman, publications issued by the School as part of its laboratory equipment, and from various nationally-known newspapers and magazines.

"Missouri Alumni in Journalism, 1928"

The fifth edition of the bulletin, "Missouri Alumni in Journalism", was published in April, 1928. It was compiled by Miss Helen Jo Scott, instructor in journalism. It is the most comprehensive of any of the alumni directories published, containing biographies of each of

the nine hundred and sixteen graduates and several hundred additional former students; tables of enrollment and number of graduates year by year; a complete list of graduates according to years as well as a geographical list of graduates based on the latest residence reported; a list of journalism faculty members, and the Journalist's Creed.

This and other bulletins issued by the School of Journalism may be obtained upon application to the University publisher.

CHAPTER XI

The Missouri Writers' Guild

The Missouri Writers' Guild is a "child" of the School of Journalism, fostered and encouraged by the School since its organization in 1915. Journalism Weeks had attracted to Columbia many noted as well as lesser known and beginning writers of Missouri. At the instigation of Dean Walter Williams and with the cordial support of the School of Journalism faculty and alumni, a group of these writers effected an organization on May 4, 1915, during Journalism Week.

Pride in the literary history of a state that produced Mark Twain and Eugene Field and scores of other well-known writers, an ambition to perpetuate the tradition in the present and future, and a desire for inspirational and social intercourse were the motives back of the organization. Dean Williams presided at this first gathering of Missouri authors. After telling something of Missouri's claim to greatness in the literary field, he introduced as speakers other Missouri writers including J. Breckenridge Ellis, novelist of Plattsburg; Miss Elizabeth Waddell, a poet of Ash Grove; Robertus Love, poet-humorist of St. Louis; William H. Hamby, fiction writer of Chillicothe; and Mrs. Emily Newell Blair, magazine writer of Carthage.

The first officers elected were: President, William H. Hamby; first vice-president, J. Breckenridge Ellis; second vice-president, Mrs. Emily Newell Blair; and secretary-treasurer, Floyd C. Shoemaker of Columbia. It was decided that qualifications for membership would be: Anyone who has had published by a reputable publisher

a book or books on a regular royalty basis; anyone who has sold at least three articles to magazines of general circulation; anyone who has written a play which has been produced. Associate membership, it was agreed, could be granted to anyone ambitious to become a writer, upon the recommendation of a member or members. Forty persons became charter members of the Guild, which has grown to include more than one hundred active members. Some of its honorary members are: Fannie Hurst, Winston Churchill, Augustus Thomas, Sara Teasdale, Edna Kenton, Maude Radford Warren, Rose O'Neil, George Creel, Leigh Mitchell Hodges.

Among those who have served as president of the organization since its beginning are: William H. Hamby, Lee Shippey, Louis Dodge, Calvin Johnston, Hugh F. Grinstead, J. Breckenridge Ellis, Mary Blake Woodson, Arthur Killick ("Fatty Lewis"), Mrs. Maebelle B. McCalment, and Mrs. Myrtle Trachsel.

To educate Missourians to a knowledge of their own literary resources and the writings of their own fellow-citizens is one of the purposes of the Guild. A great deal of this work has been done through literary clubs and societies in different parts of the State. Mr. and Mrs. P. Casper Harvey of Liberty have been particularly interested and active in this. Mr. Harvey, while secretary-treasurer of the Guild, compiled and published a directory of Missouri writers which had wide circulation.

From time to time the Guild has published a small newspaper called the Guild News giving literary news and views relating especially to Missouri. In addition the Guild supplies to various city newspaper of Missouri regular news about what Missouri writers are writing, publishing and doing.

The Missouri Writers' Guild has two meetings a year. The business sessions and inspirational and practical addresses occupy the first day of the annual Journalism Week in Columbia. That same evening the Guild's annual subscription dinner is given with appropriate program. The second meeting of the year is an outing, usually held

in the Missouri Ozarks and continuing for a week. There is hiking, fishing, boating, and other outdoor sports and there are evenings of informal conversations and stunts. This week is valued for its opportunities for exchange of ideas and methods in writing and selling manuscripts; for the cementing of friendship among Missouri authors; and for the possibilities of story-material in the places and persons visited during the outing.

The programs for the Guild's annual meetings in Columbia are carried in the chapter on Journalism Weeks in this volume.

CHAPTER XII.

The Missouri Interscholastic Press Association

One of the most effective agencies established by the School of Journalism for enlarging its service as an educational institution is the Missouri Interscholastic Press Association. This organization came into being in 1923 when Dean Walter Williams, not wishing to restrict journalistic instruction to young people who came to the School regularly enrolled students of the University, decided to make journalistic guidance and help available to preparatory school students actively interested in the newspaper profession.

On February 2, 1923, a preliminary organization committee appointed by Dean Williams met in Jay N. Neff Hall and made plans for forming a press association. Those on this committee were: Chairman, E. W. Tucker, faculty adviser, the Kemper News, Kemper Military School, Boonville, Mo.; secretary, Robert S. Mann, assistant professor of the School of Journalism; Louis Baumgardner, editor-in-chief, Black and Red Review, Hannibal (Mo.) High School; John N. Booth, faculty adviser, Westport Crier, Westport High School, Kansas City, Mo.; and Miss Bernice Smith, city editor, Springfield School Times, Springfield, Mo. A constitution presented by Chairman Tucker at this meeting was approved and definite plans were adopted for organizing the association. On May 5, 1923, the organization was completed at a well attended meeting of preparatory school editors who had responded to a call issued by the organization committee. The constitution was adopted and the officers provided by it were elected. Inspirational talks and dis-

cussions of the problems of editing school papers constituted the remainder of the program of this first convention.

The purpose of the Missouri Interscholastic Press Association is well stated in the constitution: ". . . to further the interests of preparatory school journalism in Missouri; to promote co-operation among the preparatory school editors, managers and faculty advisers in the exchange of ideas for improving their publications; to take advantage of the advice and helpful co-operation offered by the School of Journalism of the University of Missouri; and to stand for the highest standards of journalistic effort and achievement among preparatory school students."

Two types of membership are provided in the constitution, (a) active-controlling and (b) honorary, the former being publications and the latter being members of the faculty of the School of Journalism, faculty advisers elected to membership by the various publications, and members of the staffs of publications that have been active-controlling members of the association. The publications holding membership print the association's emblem as a regular part of the paper's flag.

In addition to student officers, the constitution provides for an executive committee which shall be the "ruling unit of the association, directing and advising the activities of the organization through the executive secretary." This committee is composed of the student president, a personal representative of the School of Journalism, and a faculty adviser of some active-controlling membership publication who shall be chosen by the other two members of the committee. The school of Journalism's representative is ex officio executive secretary of the committee.

The office of executive secretary was held by Robert S. Mann, associate professor of journalism, until 1926, when, during his absence, John H. Casey, assistant professor of journalism, took charge of the work. The next year T. C. Morelock was appointed to this position.

The response on the part of preparatory school editors and other staff members was good from the beginning, and the success of the association is largely due to their co-operation. The service of the School of Journalism in connection with the association has been that of giving criticism of newspapers sent in by school editors, publishing bulletins containing helpful material, holding newspapers and news story contests for which gold medals and certificates are provided, and conducting the annual conventions of the association.

The names of nearly three hundred preparatory school publications, or nearly all of such publications in the State, are now on the association's lists.

CHAPTER XIII.

YENCHING UNIVERSITY

In commemorating wedding anniversaries the twentieth year is known as the China anniversary and calls for gifts of china-ware. It is coincident that Missouri's School of Journalism should signalize the completion of its first twenty years by entering into relationship with a School of Journalism in China. The first school of journalism in the world is sponsoring what will doubtless become the first Class-A school of journalism in Asia.

Vernon Nash, director of the school of journalism at Yenching University, Peking, China, was graduated from the Missouri School of Journalism in 1914. He had previously received his A. B. from Central College, Fayette, Mo. In 1916 he was Rhodes scholar from Missouri. He served as reporter on the Knob Noster (Mo.) Gem, the New Bedford (Mass.) Standard, and the Maryville (Mo.) Democrat-Forum. He was with the British Army Y. M. C. A. in England, India, and East Africa during 1917 and 1918 and became publicity secretary for the Kansas City Y. M. C. A. in 1919. He went to China in 1924 as instructor in journalism, organizing the teaching of this profession at Yenching University and was later promoted to professorship. After serving there three years he was so imbued with the coming importance of journalism in the Orient and especially in China that he wished to devote his life to work in that country. He returned to America to take graduate work in journalism at Missouri University and also to interest journalists of the United States in the Chinese university.

In March of 1928 the faculty of the School of Journalism decided that the Missouri School would associate itself with Yenching University in the development of

journalistic education in the Peking school. The decision was made with the expectation that a group of American newspaper publishers would underwrite the minimum-expense budget of the department for its first five years. Newspaper men are manifesting unusual interest in the affiliation of the two schools and in the development of the work in Yenching University. The help given by the Missouri School of Journalism will consist largely in academic and administrative guidance, and in the maintenance of reciprocal scholarships and exchange professorships. Dean Walter Williams will serve as chairman of the American advisory committee which will include James Wright Brown, editor of Editor and Publisher; Dr. George B. Dealey, president of the Dallas News; Walter A. Strong, publisher of the Chicago Daily News; Robert P. Scripps, of the E. W. Scripps Company; and William T. Dewart, publisher of the New York Sun.

In an article in the Missourian of May 11, 1928, Dean Williams told of the opportunity for service to journalism, "and through journalism, to mankind" offered by the establishment of a school of journalism at Yenching University, Peking.

"Under present chaotic conditions in China, public opinion constitutes the one nation-wide political force—this all-powerful public opinion is being moulded today chiefly by their newspapers. Sufficient pioneering and experimentation have been done to assure us that a school of journalism in China will render to the expanding press of China the same kind of service that is now being given to pewspaper work in our own country by its best schools of journalism.

"It is noteworthy that the American schools of journalism which are doing the most satisfactory work are all integral parts of great universities. This would suggest that the first school of journalism in China, should, if possible, be developed in connection with an outstanding university there. Such an institution is Yenching University in Peking, a standard college chartered under

the laws of the state of New York and meeting all the educational requirements of that state in the granting of its academic and professional degrees—We are confident that others also, when they shall have heard the story and analyzed it, will consider the project of establishing a school of journalism there one of the really great challenges for constructive far-reaching service in our time."

W. A. Strong of the Chicago Daily News wrote: "I have a personal knowledge of this work which moves me to write to you to state my personal interest in it. It seems to me that if China is to be redeemed it must have the foundation of a good press. The increase in literacy and rapidly changing sociological conditions make it extremely important that the United States have a part in this venture.

"Members of my family have spent many years in China and I have always been impressed with the fact that the Chinese are peculiarly susceptible to the development in China of the best type of American journalism. In my opinion there is no greater opportunity for effective educational work requiring so little money and having such large possibility of return. No one can tell how important to the United States the future development of China will be."

The Students' Religious Council of the University of Missouri is undertaking a part of the support of this Chinese school and is interesting University students, alumni and faculty in general in the work.

Vernon Nash and Dr. J. Leighton Stuart, president of Yenching University, believe that the importance of Chinese journalism is assured by the phenomenal increase of literacy among urban populations. What the character of this new and rapidly expanding journalism will be depends largely upon the kind of young Chinese who will be attracted to enter the profession and the kind of preparation they have had for this work. Chinese educational authorities believe that the maintenance of a school of journalism, comparable to the best in this

country, will stimulate the entrance of large numbers of students into the field. The physical expansion of journalism in China is producing a great demand for personal. Patriotism and nationalism are the dominating movements among Chinese students and many of them are attracted to journalism because they see in this profession opportunity for great public service.

CHAPTER XIV.

Journalism Organization

With the development of professional training and the increase of enrollment at the School of Journalism came also the founding or installation of various journalism organizations among students and alumni. Some are early chapters of national bodies that had their origin elsewhere. Others have had their birth here and later grown into national organizations of real merit. Two or three have originated and died at the University of Missouri or changed from journalism to non-professional groups.

Those existing in the School in 1928 are: Kappa Tau Alpha, founded at Missouri in 1910; Theta Sigma Phi, Gamma chapter, chartered in 1911; Sigma Delta Chi, chartered in 1913; Alpha Delta Sigma, founded at Missouri in 1914; Gamma Alpha Chi, founded at Missouri in 1920; the Journalism Students' Association incorporated in 1922; and the Missouri School of Journalism Alumni Association founded in 1923.

The Dana Press Club, the first organization among journalism students at the University of Missouri, started in 1909 bringing together men students to create greater friendliness, professional inspiration and mutual helpfulness. The members maintained a fraternity house and gradually began including in membership men from other divisions of the University until in later years the Dana Press Club ceased to be a professional journalism organization and finally was chartered as a chapter of the national social fraternity, Delta Upsilon.

A group of journalism women students for several years maintained a house and called themselves the Mal-

lett Press Club, but the club could not compete with already-organized bodies and soon declared itself inactive.

The Women's Journalism Club, intended to bring together young women enrolled in journalism and those "pre-journalists" who planned to enroll later for social and educational meetings, existed only a few years.

Histories of the existing organizations are here given in brief:

Kappa Tau Alpha

Kappa Tau Alpha was founded during the second year of the School of Journalism, as a means of giving recognition to the students doing the best work. So far as is known here, it is the only journalistic society on a purely honorary basis.

The first constitution was dated March 31, 1910, but there had been meetings before that time. The early records of the fraternity are, like those of many student organizations, fragmentary. However, the following is thought to be a complete list of the charter members: Vaughn Bryant, J. E. Chasnoff (deceased), E. R. Childers, Robin P. Gould, Gus V. Kenton, Raymond F. Leggett (deceased), J. B. Powell, Oscar E. Riley and DR Scott.

The first minutes, dated May 27, 1910, reported that Edward R. A. Felgate, Gordon Fisher (deceased), and Francis Stewart were initiated.

Throughout the life of the society admission has been based on grades. The minutes of one early meeting said: "Editor (the title of the presiding officer) reported that Prof. Martin would look up grades." At the next meeting new members were elected on the basis of these grades. Something of the same procedure is followed today, elections being based on rankings furnished by the registrar. Although the society may refuse to elect a student whose grades make him eligible, each member voting against him must publicly state his reasons, and in practice no one has been barred in this manner.

The society at first planned an active career. On January 12, 1911, it was voted "to have meetings every other Thursday night at seven o'clock in the office of the Dean of the School of Journalism." This, however, did not last long, and the society became purely an instrument for recognizing scholarship. At present it confines itself to two or three meetings a semester, the most important of which is a dinner when new members are publicly welcomed. An entertainment of some sort is usually held during Journalism Week.

An early connection with Journalism Week is found in the minutes for March 6, 1911: "H. E. Ridings, Chasnoff, and Leggett were appointed to confer with the Dean about Editors' Week." A year later, on April 25, 1912, we read: "Decided to give dinner on Thursday of Journalism Week in honor of Talcott Williams, director of the new Pulitzer School of Journalism . . . Out-of-state men to be invited. Committee of Neff, Ridings and Kinyon appointed to prepare for the dinner."

The society became inactive during the World War. At the inspiration of Dean Walter Williams, a few alumni and honorary members met on April 25, 1921, with the highest ranking students then in school and effected a reorganization.

One important change was made in the new constitution adopted a few weeks later. This made women students eligible on the same basis as men. In the early days of the school women students had been few, and the men had made it plain that they did not need any feminine members.

The specific requirements for membership have varied as the School has developed and conditions have changed. At present students must meet the following qualifications to be eligible: (a) They must be regular or special students primarily enrolled in journalism at the time of election; (b) they must have completed fifteen hours of professional courses in journalism; (c) their grades in all courses other than journalism courses must average **M** or better; (d) they must rank highest in scholarship in

professional courses among the students of the School of Journalism of the University of Missouri.

Of these eligible students, the chapter, each semester, elects enough of those ranking highest to make the active undergraduate membership equal to not fewer than five per cent and not more than eight per cent of the total enrollment of regular and special students in the School of Journalism of the University of Missouri.

Theta Sigma Phi

Gamma chapter of Theta Sigma Phi is one of thirty-two active chapters of an organization which has as its three-fold purpose: Uniting in good fellowship college women in journalism; the conferring of honor upon women who distinguish themselves in journalism; and the raising of the standards in the profession of journalism, including the improvement of conditions for women journalists, and inspiring the individual to greater effort.

The sorority was founded at the University of Washington, Seattle, in 1909—two years before Gamma chapter was established at the University of Missouri. The national founders having provided for an "honorary, professional fraternity," high scholarship has always been a membership requirement. Two of the national organization's most important projects are: The publishing of a magazine for women in journalism, and the maintaining of the Women's National Journalistic Register, an employment bureau for women in journalism. The Matrix, the fraternity magazine, is edited by Ruby A. Black in Washington, D. C., and published every other month. It contains not merely news of the active and alumna chapters and their members but inspirational and practical guidance articles written by women successful and prominent in the profession of journalism as well as market tips and reviews of books of interest to journalists. The journalistic register has headquarters in Chicago and branch employment offices in Kansas City, New York City and Seattle.

The fraternity holds its national conventions biennially. The Grand Council in 1928 includes: President, Sara Lockwood Williams, Columbia, Mo.; vice-president, Katherine Simonds Wensberg, Omaha; secretary, Edith Abbott, Spokane, Wash.; treasurer, Jessie Olsen Pulcipher, Chicago; national organizer, Cecil Pease Webber, Chicago; editor of the Matrix, Ruby A Black, Washington, D. C.; and Register adviser, Marian Dyer Myers, Chicago.

In addition to active and alumna members (there are ten alumna chapters of the fraternity) there are honorary and associate members. Among the honorary members are: Zona Gale, Fannie Hurst, Margaret Culkin Banning, Sara Teasdale, Sophie Kerr, Ida M. Tarbell, Temple Bailey, Ida Clyde Clark, Emily Newell Blair, Edna Ferber, Honore Willsie, Harriet Monroe, Ella Wheeler Wilcox (deceased).

Gamma Chapter was established at Missouri University in 1911 with Amy Armstrong (LaCoste) as its first president and Mabel Couch as secretary. Among other charter members were: Mary Alice Hudson, Rosalie Melette, Helen Hammond. In the early part of 1913 some of the original members and a group of new ones reorganized the chapter and Sara Lockwood (Williams) was elected president. Among others in this group were: Vina Lindsay, Hazel Thornberg, Merze Marvin (Seeburg), Myrtle McDougal (MacKay), and Clarissa Spencer (Keene). Among those who have been made associate members of Gamma during its seventeen years are: Caroline B. King, Fay King Watts, Mrs. John T. Warren, Marian Drane Lindsay, Cannie R. Quinn, Mrs. Kenneth I. Brown, Mrs. W. C. Curtis, Mary Paxton Keeley.

Gamma, like other chapters of Theta Sigma Phi, gives each year a Matrix Table banquet at which a notedly successful journalist, usually a woman, is the speaker. To the dinner are invited town and University people interested in literary achievement. The Missouri chapter members contribute regularly to the Matrix. The

group takes part in general campus activities and particularly in journalism activities such as Journalism Week, the Journalism Play, and functions given for visiting journalists. It offers an annual prize of ten dollars to the woman in the Missouri School of Journalism who writes the best feature article on some phase of women's work in journalism. In 1927 it established a bookshelf in the Journalism Library through which a selected collection of journalistic work is made available to students. The chapter strives to build up scholarship in journalism courses, to maintain interest and co-operation between alumnae and active members, and to work with the journalism faculty for the betterment of the school and professional education.

Sigma Delta Chi

Sigma Delta Chi was founded at DePauw University in 1909. The fraternity's growth has followed the spread of the teaching of journalism. Its development in a sense parallels the success and mistakes in the development of this instruction.

In the beginning the fraternity was "honorary." Professionalism was then not sufficiently developed in the schools to support an organization on any other basis. In 1916, the desirability of professional requirements for membership was recognized when the Missouri convention changed the title "honorary journalistic fraternity" to "professional journalistic fraternity." The fraternity retains some of the properties of an honorary body, to the extent that an adequate scholastic standing is a qualification for membership, but scholarship is taken into consideration only when it is believed to be an indication of ability in the profession.

The purposes of Sigma Delta Chi are those expressed by its founders. They are defined in the "preamble and object" of the Constitution:

"To associate college journalists of talent, truth and energy into a more intimately organized unit of good fellowship.

"To assist the members in acquiring the noblest principles of journalism and to co-operate with them in this field.

"To advance the standards of the press by fostering a higher ethical code, thus increasing its value as an uplifting agency."

These statements of purpose have the characteristic breadth of scope desirable and necessary to all constitutional expressions that endure through changing years. They are sufficiently non-restrictive to permit a wide variety of activity looking toward the fulfillment of the objects expressed. They have united in membership and friendship journalists capable of high ideals, and they have succeeded in developing idealistic principles both on the campus and in the profession of journalism.

Entering its nineteenth year the national fraternity now (May, 1928) has forty-two chapters. It has more than five thousand members and is adding to its ranks four hundred college journalists each year. A strong national body aids and controls the workings of each individual chapter. It is through the chapters themselves, though, that the organization has found its greatest strength. The national body calls on the chapters to maintain a high order of activity throughout the year, and the chapters have found it wise to follow the advice of the central office. A survey of the growth and activities of the Missouri chapter, which has always been ranked as one of the best in the organization, presents a typical example of the working of the chapters.

The Missouri chapter was installed on February 22, 1913. It was the thirteenth chapter of Sigma Delta Chi. There were several obstacles in the way of forming the local chapter, in the form of other already-existent journalistic organizations. One was Kappa Tau Alpha, an honor society which elected men high in scholarship; and the other was the Dana Press Club, a social organization made up mainly of journalism students. Neither society was willing to give up its identity for a Sigma Delta Chi

charter, and this for a while forestalled the forming of a Sigma Delta Chi chapter at Missouri.

James G. May, in the fall of 1912, took up the banner of Sigma Delta Chi and after explaining the different nature of the new fraternity, formed a petitioning group. He selected men from both groups, and urged on them the establishment of a chapter of the nation's leading journalistic fraternity at the nation's first journalistic school. Ward A. Neff, Hugh J. Mackay, J. C. MacArthur, and W. E. Hall, with James May, formed the list of charter members of the new chapter. A charter was granted soon after the petition was sent in, and early in 1913 the Missouri chapter was established.

It has, since its installation, played a prominent part in the national fraternity. Ward A. Neff, an alumnus of 1913, served as national president and Dr. Walter Williams, dean of the Missouri School, was an honorary president. In 1916 this chapter was host to the national convention.

An important step in the development of Sigma Delta Chi was when the Missouri chapter undertook to publish The Quill, the fraternity's official organ, in 1917. Lee White, editor of the magazine, had asked, at the fifth annual convention held at Champaign, Ill., December 5 and 6, 1917, to be released from his duties. The job of editing The Quill was then turned over to the Missouri chapter. Prof. Frank L. Martin of the School of Journalism was appointed editor and under his guidance the magazine was issued for the next five years from Jay H. Neff Hall.

Professor Martin, with the aid of the Missouri chapter, put The Quill on a working basis and made several changes in the make-up of the magazine. Chapter news, instead of appearing as a department at the back of the magazine, was written in news-story form and used wherever make-up demanded. Its policy was already pretty well established by White and most of its major articles kept up the excellent standard he had set.

The work of putting out The Quill made heavy demands on Professor Martin's time and before the 1922 convention he announced his intention of resigning. He proposed the employment of a full-time editor-manager as the only effective method of producing an efficient and worthwhile Quill. This suggestion, while it met with theoretical approval, was one that could not be put into practice because of lack of funds.

The needs for some such arrangement, however, led Ward Neff, treasurer, to announce a year later The Quill Endowment Plan, intended to do just what Professor Martin suggested.

When Ward A. Neff, who had previously served the fraternity as vice-president and treasurer, was elected president at the 1922 convention, Sigma Delta Chi put at its head one of its strongest leaders. Neff was vice-president of the Corn-Belt Farm Dailies and editor of the Daily Drover's Journal in Chicago. He was a man of ideas and initiative, and his business situation made it possible for him to devote many hours to Sigma Delta Chi's service.

Throughout the year the executive ability of the fraternity's national president, Ward A. Neff, was quietly making itself felt. It was a year of achievement. Chapter difficulties that once were the main business of the national fraternity were somewhat less trying. The officers had time to devote to important matters rather than to trivialities; and Ward Neff worked out during the year what promised to be the biggest and most thoroughly constructive scheme in the history of the fraternity—the Life Subscription of Quill Endowment Plan, which he was to present to the 1923 convention.

The plan proposed to create and build an endowment fund which should, in time, furnish enough revenue to support The Quill, pay an editor and prepare the way to giving Sigma Delta Chi "the best journalists' magazine in the world."

Missouri chapter can rightly be proud of the achievement of its most outstanding alumnus for today the Quill Endowment Fund stands at twenty-five thousand dollars, and the magazine, which is issued six times a year, has one thousand four hundred twenty-five life subscribers.

The chapter in 1926 published the Scroll. This magazine had a very short life for it was discontinued in 1927. The staff of the Scroll was: Editor, Joe Alex Morris; associate editor, B. P. Bolton; business manager, Lester J. Sack; advertising manager, Aubrey Harris.

The definite program conscientiously followed by the Missouri chapter of Sigma Delta Chi is an important factor in making the organization as effective as it is. A regular meeting is held each week, with a combined luncheon and business meeting one Tuesday noon and a strictly business session on alternate Tuesday afternoons. These meetings bring out a representative number of members and pledges. Discussion includes matters of routine activity, plans for special programs, the part to be played by the chapter and its members in promoting School of Journalism projects, and topics of interest to those contemplating entering the profession of journalism.

Social activities also are included in the program of Sigma Delta Chi. Events on the calendar include smokers for the men students in the School of Journalism and for visiting journalists; dinners and dances. The outstanding activity of the second semester is the gridiron banquet to which student leaders, prominent faculty men and leading business men of Columbia are invited. In addition to this, Sigma Delta Chi plays an active part in Journalism Week, a reunion for alumni, a reception for visitors, and the initiation of prominent journalists being included.

Alpha Delta Sigma

When Switzler Hall was the home of the School of Journalism, a group of aspiring students especially in-

terested in advertising met and founded the Alpha Delta Sigma fraternity. The idea of the organization was "ADS," the initial letters of the name, and was intended to let the world know exactly what sort of fraternity had been founded to promote the interests of the Missouri advertising students.

J. B. Powell, at that time instructor in advertising, now publisher of the China Weekly Review and Editor of the China Press, Shanghai, and vice-president for the Orient of the International Advertising Association, was the promoter of Alpha Delta Sigma and its first president.

With Powell in his initial efforts were the following men: John W. Jewell (killed at Camp Funston, January 11, 1918, and whose name the chapter now carries, replacing the original name of Thomas Balmer Chapter); Oliver N. Gingrich, who later served for several terms as national president; Thomas E. Parker, editorial writer of Joplin, Mo.; Alfonso Johnson, business editor of the Dallas, Tex., News; Howard Hailey, president of the Hailey-Lewis, Inc., Advertising Company of El Paso, Tex.; Joseph B. Hosmer, professor of advertising and commerce, Georgia School of Technology, Atlanta; Robert K. Tindall, managing editor of the Evening Sentinel, Shenandoah, Iowa; Chauncey Wynne; Al G. Hinman, instructor of advertising, Northwestern University; and D. D. Rosenfelder, field manager, United National Clothiers, Chicago.

Before the first year was over other men were initiated and helped to strengthen the growing organization. They were: Hugh J. McKay, J. Harrison Brown, now sales and advertising manager of the A. P. Green Fire Brick Company, Mexico, Mo.; Rex B. Magee, now managing editor the Jackson, Miss., Daily News; and James E. Schofield.

Three honorary members were taken in the first year: Dean Walter Williams, Prof. Frank L. Martin and Prof. Charles G. Ross, all of the School of Journalism faculty.

In the second and third years of the fraternity's existence much discussion arose over the status of Alpha Delta Sigma in relation to that of Sigma Delta Chi, the journalism fraternity installed in the School in 1913. However, the group decided to follow the policy outlined by one of the founders, who explained to the national secretary of Sigma Delta Chi the plan he believed should be adopted.

"The founder of Alpha Delta Sigma told me," wrote the secretary, "that his object was to provide a fraternity for men who would make advertising their life work. He considers Sigma Delta Chi the journalism fraternity, and says his organization in no way conflicts, but is really in harmony with Sigma Delta Chi."

The same policy has been carried through to the present time. There is no conflict in the pledging of men to the two organizations because those entering Sigma Delta Chi must announce their decision to enter journalism, and those entering Alpha Delta Sigma must announce their decision to go into advertising.

The year following the christening of the Missouri chapter a group of advertising men at the University of Kentucky heard of the new fraternity and became interested, with the result that a second chapter of ADS came into being. During the World War Alpha Delta Sigma was inactive.

Joseph B. Hosmer, a charter member, came back to the University of Missouri to get a degree after the War and began the task of reorganizing the chapter. The Missouri group never did completely dissolve, but there was little interest while the War was in progress.

Another reason that may be designated as fundamental in the lack of expansion prior to 1920 was the failure of advertising as a profession to attract enough attention to itself to be taught in universities and colleges. Now that it had proved itself at Missouri other schools were rapidly beginning to offer courses of instruction.

In 1920 a chapter was established at Georgetown, Ky. The chapter at Missouri University now took upon itself

the responsibility of providing a national organization for the three groups and accordingly elected from its chapter a group of national officers. The venture proved unsuccessful and the next year another national plan was begun. This time Oliver N. Gingrich, charter member of the Missouri chapter, was elected president; Alfonso Johnson vice-president, and Herbert Graham of the Kentucky chapter secretary. Since 1921 Gingrich has held the national presidency three times.

A chapter was installed at Dartmouth in 1922, and in 1923 the fifth was begun at the University of Michigan. In 1924 five chapters were added; in 1925 five; and 1926 two; and in 1927 three were accepted, giving the national organization a total of twenty active chapters. Chiefly because insufficient advertising is taught at their schools, three chapters have been forced to become inactive, leaving active groups in the following schools: Missouri, Kentucky, Dartmouth, Illinois, Washington, Oklahoma, Georgia Tech, Oregon, Columbia, Boston, Kansas, Minnesota, Syracuse, Oregon State, Alabama, California and Washington State.

By 1926 the fraternity was badly in need of a more closely knit centralized government and better co-operation between the chapters. Arthur E. Horst, president of the John W. Jewell chapter, enrolled as a special student in the School of Journalism, saw the need for union and began a movement to get the national convention at Columbia during Journalism Week. Months of correspondence with chapters convinced him of their spiritual support but lack of funds to supply physical aid. The convention was held with delegates from Missouri, Kansas, Washington University and Oklahoma present. Most of the others telegraphed proxies.

That first convention was a milestone for Alpha Delta Sigma. A new constitution was written and adopted, the ritual revised, new offices created and new officers elected.

E. K. Johnston, professor of advertising at Missouri, was elected national president. During the following year he aroused heretofore sluggish chapters from their

lethargy, got action on petitioning groups, supervised provisions for efficient national management and gave to the fraternity a vim and zest that acted as a boomerang to bring to him re-election to the national presidency at the 1927 convention and the awarding of the jeweled pin of Alpha Delta Sigma. Other national officers chosen in 1927 are as follows: Grand vice-presidents, Roger D. Washburn, instructor of advertising, Boston University, Mass.; Robert W. Jones, instructor of advertising, University of Washington, Seattle; D. C. Anderson, display advertiser, Dallas News; grand treasurer, Walter B. Cole, advertising department Studebaker Corporation, South Bend, Ind.; alumni recorder, Alfonso Johnson, business manager the Dallas News; employment director, Oliver N. Gingrich, Sioux City, Iowa; extension director, Roy S. Marshall, of the G. W. Stevens Company, Outdoor Advertising, Seattle, Washington; attorney, George E. Sloan, attorney at Hammond, Ind.

This closes the part of the national organization. It has been emphasized only because the Missouri chapter has played such an active part in its promotion.

Two hundred Alpha Delta Sigma men have gone out from the Missouri School of Journalism. The local advertising chapter has had interests in advertising events of almost every nature. In 1923 the chapter was awarded a silver living cup by the National Bank of Commerce of St. Louis for taking the largest delegation to the Move-More-Merchandise Convention at St. Louis. Twenty-eight university students and Columbia merchants comprised the group who attended under the auspices of Alpha Delta Sigma.

The organization is affiliated with the International Advertising Association which has worked earnestly to promote the college fraternity idea.

In the spring of 1923 a banquet was held at the Daniel Boone Tavern with Gamma Alpha Chi, advertising sorority, at which the principal speaker was Martin L. Pierce, sales and promotion manager of the Hoover Suction Sweeper Company. Pierce was scheduled through the

International Advertising Association and in 1924 other speakers came to Columbia under the same auspices.

In 1924 a group of ADS men were sent to Kansas City to present a program on advertising before the Ad Club there.

Each year the fraternity entertains guests during Journalism Week, helps in the promotion of the Journalism Play in the fall and the Journalism Fashion Show in the spring. It holds dinners once a month, with Columbia business men as speakers. A twenty-five dollar prize has been offered to the Alpha Delta Sigma man making the best showing in advertising each year.

Gamma Alpha Chi

"To better the work and to promote higher ideals in advertising and to honor those women in journalism who have shown special ability in advertising." This is the purpose of and the foundation upon which the first Greek letter organization for women specializing in the profession of advertising was established.

This organization was founded at the University of Missouri School of Journalism, February 9, 1920, and given the name of Gamma Alpha Chi, professional honorary advertising fraternity for women. The following officers were elected: President, Ruth Prather; vice-president, Beatrice Watts; secretary, Ella May Wyatt; treasurer, Alfreda Halligan. Committees appointed were: Pins, Ella May Wyatt, Rowena Reed, Alfreda Halligan; constitution, Mary McKee, Elizabeth Atteberry, Mildred Roetzel; ritual, Beatrice Watts, Christine Hood, Lucille Gross and Ella May Wyatt. These women and eight others, Frances Chapman, Lulu Crum, May Miller, Selma Stein, Ruth Taylor, Christine Gabriel, Allene Richardson and Rowena Reed, were the charter members of the fraternity. Mrs. Herbert Smith was made patroness of the fraternity.

The work of this first group consisted primarily in the forming of the constitution and its by-laws, establishing

rules and precedents to be observed by the groups which were to follow, and in gaining general recognition upon the campus. Activities for the most part were confined to co-operation with Alpha Delta Sigma, professional advertising fraternity for men, on campus affairs, securing people active in the field of advertising as special speakers at monthly meetings, and in sending representatives to advertising conventions. Later, however, as other chapters were established, this work has been extended on the different campuses to include such activities as sponsoring fashion shows, editing campus publications, carrying on special advertising projects and affiliation with the International Advertising Association.

In the eight years since its founding the fraternity has granted charters to five petitioning groups. Beta Chapter was installed at the University of Texas, Austin, in February, 1921. Gamma Chapter, University of Washington, Seattle, 1923; Delta Chapter, University of Illinois, Urbana, 1925; Epsilon Chapter, University of Nebraska, Lincoln, 1926; Zeta Chapter, University of Oregon, Eugene, 1928.

In May 1926, during Journalism Week, Gamma Alpha Chi held its first convention and became a national organization. Miss Grace Jack Agnew, president of Alpha chapter, presided until the national president was elected. Miss Kate Goldstein, president of Epsilon, acted as representative of that chapter and the Beta, Gamma and Delta chapters were represented by members of Alpha.

The convention took up the work of forming a national constitution and electing national officers. The following national officers were elected: President, Mrs. Ruth Prather Midyette, Alpha alumna; vice-president, Pauline Krenz, Beta alumna; secretary, Ella May Wyatt, Alpha alumna; treasurer, Norma Carpenter, Epsilon alumna. Members of the convention voted to accept GAC-O-GRAMS, Alpha chapter publication edited by Frieda Mae Post, as the national publication. The national

convention is to be held every two years at such place as the national committee shall decide.

The first alumna group of Gamma Alpha Chi was organized in Kansas City, Mo., February 28, 1928, with the following persons as officers: President, Ruth Prather Midyette; secretary-treasurer, Elizabeth Attebarry Hollister; publicity chairman, Rowena Pierce.

Each succeeding year has found this sorority enlarging its field of activities to take in more specialized training in advertising.

School of Journalism Alumni Association

The Missouri School of Journalism Alumni Association was organized May 23, 1923, at an alumni luncheon held at the Daniel Boone Tavern in Columbia during Journalism Week. Forty-five attended the luncheon, decided upon the plan of organization and elected officers.

The purpose of the organization is to further the interests of the University of Missouri and particularly the School of Journalism; to affiliate with the General University Alumni Association and have a voice in general alumni affairs; and to further acquaintance and good fellowship among the growing number of journalism alumni and former students. There are no dues. All alumni and former students are automatically members. There is annually one social and business meeting, during Journalism Week, when officers are elected. There may be called meetings at any time.

The association does not lie dormant from one Journalism Week to another. It fosters the organization of branch alumni groups in cities where a number of Missouri journalists live, such as St. Louis, Kansas City, Oklahoma City, New York City, Chicago, in Tokyo, Japan, and in Shanghai, China. It also fosters class reunions in Columbia during Journalism Week. In 1925-26 the association raised the money and had a portrait of Dean Walter Williams painted by Charles F. Galt of St. Louis. This portrait with due ceremony was presented to the School of Journalism as a gift from the

alumni and senior class of 1926 during the 1926 Journalism Week program.

In 1924 the custom of having an annual dinner and business meeting in the evening was started. Two hours on the busy Journalism Week program were allowed for this event, but alumni so enjoyed the time and so profited by such reunion that in 1926 the Journalism Week program was planned so Thursday was designated as Journalism Alumni Day, with Missouri alumni predominating among the day's speakers, and the alumni were allotted the entire evening for their dinner program. Thursday is now annually accepted as Journalism Alumni Day on the Journalism Week program, which is open to the public as are all other general proceedings of this traditional week. At the evening dinner, however, only a limited number of non-alumni are invited. Other features are provided by the Journalism Week program committee to interest guests other than alumni.

Officers of the association have been:

1923-24: President, J. Harrison Brown, '14, sales and advertising manager, A. P. Green Fire Brick Co., Mexico, Mo.; vice-president, Catherine Ware, '23, Columbia; secretary-treasurer, Sara L. Lockwood, '13, assistant professor of journalism, University of Missouri; vice-presidents-at-large: Glenn Babb, '15, Tokyo, Japan; J. B. Powell, '10, Shanghai, China; Frank King, '17, London, England; Gus Oehm, '17, Berlin, Germany; Eliseo Quirino, '21, Manila, P. I.; Russell Bandy, '15, New York City; Robert Jones, former student, Seattle; Ward Neff, '13, Chicago; and B. O. Brown, '12, Vernon, Tex.

1924-25: President, Russell Bandy, '15, assistant Eastern manager for Merchants Trade Journal, New York City; vice-president, Rex Magee, former student, editor Mississippi Veteran, Jackson, Miss.; secretary-treasurer, Sara L. Lockwood, '13, Columbia, Mo.; vice-presidents-at-large, Frank Hedges, Tokyo, Japan; Katherine Wheeler, Kansas City; Ward Neff, Chicago; B. O. Brown,

Palo Alto, Calif.; Frank King, London, England; Aliseo Quirino, Manila, P. I.; J. B. Powell, Shanghai, China; and Gus Oehm, Berlin, Germany. J. Harrison Brown was named representative in the General Alumni Association.

1925-26: President, Rex Magee, former student, Jackson, Miss.; vice-president, Bertha Smith, '16, Kansas City; secretary-treasurer, Sara L. Lockwood, '13, Columbia; vice-presidents-at-large: Ward A. Neff, Chicago; Oscar Riley, New York; Frank Hedges, Tokyo, Japan; Frank King, London, England; J. B. Powell, Shanghai, China; Amy Armstrong LaCoste, Salt Lake; Mary Paxton Keeley, Rock Port; O. K. Armstrong, Gainsville, Fla; Harrison Brown was renamed journalism representative in the General University Alumni Association.

1926-27: President, John C. Stapel, '15, Rock Port, publisher of Atchison County Mail; vice-president, Harry E. Taylor, '17, Star-Clipper, Traer, Ia.; secretary-treasurer, Sara L. Lockwood, Columbia; vice-presidents-at-large: Glenn Babb, Peking, China; Rosalie Tumalty Dent, Louisville, Ky.; Frank Hedges, Tokyo, Japan; Frank King, London, England; Vina Lindsay, Kansas City; Ward A. Neff, Chicago; J. B. Powell, Shanghai, China; Arch Rodgers, South America; Alma Burba, McAlester, Okla.

1927-28: President, Ralph H. Turner, '16, Chief United Press Southwestern Division, Kansas City; vice-president, Mary Margaret McBride, '18, New York; secretary-treasurer, Robert S. Mann, '13, Columbia; regional vice-presidents: Glenn Babb, Peking, China; Frank Hedges, Shanghai, China; Frank King, London; Vina Lindsay, Kansas City; Ward Neff, Chicago; J. B. Powell, Shanghai, China; Arch Rodgers, Buenos Aires, South America; Frances Dunlap, Fulton; Amy Armstrong LaCoste, Salt Lake City; Journalism representative in General University Alumni Association, Fred Harrison, Gallatin, Mo.

1928-29: President, Frank W. Rucker, '13, Independence (Mo.) Examiner; first vice-president, Eric Schroeder,

Texas State College for Women, Denton, Tex.; secretary-treasurer, Mrs. Walter Williams, Columbia; representative on the general Missouri University Alumni Association board, Robert S. Mann, Columbia; regional vice-presidents, Ruth Mary Packard, Standard Advertising Company, New York City; James G. May, May Publishing Company, New Concord, Ohio; Rulif Martin, New Richland (Minn.) Star; Harry Guy, Dallas News; Lyle G. Wilson, United Press Associations, Washington, D. C.; Duke N. Parry, New York City; Frieda Mae Post, Arkansas City, Ark.; Donald Ferguson, Milwaukee Journal.

University of Missouri Journalism Students' Association

The journalism students as a departmental body have been organized since the first year of the School of Journalism. On September 30, 1908 the first meeting of the first class of the first School of Journalism was held in Room 44, Academic Hall. Dr. A. Ross Hill, president of the University, and Dean Walter Williams addressed the meeting. Walter Stemmons of Carthage, Mo. was elected president of the journalism students; J. B. Powell, Quincy, Ill., vice-president; Mary Paxton, Independence, Mo., secretary; Royal Fillmore, Kansas City, treasurer; Lyndon B. Phifer, Rich Hill, Mo., sergeant at arms; E. B. Trullinger, Maryville, Mo., chairman of a committee to devise a journalism yell; F. C. Wilkinson, Columbia, chairman of the committee to devise a journalism department stunt. There were six women enrolled in the School this first semester and they were hailed as "coming society editors."

At the organization meeting in September of 1910 new students from outside of Missouri were asked to speak. Eighteen states, other than Missouri, and two foreign countries were represented. Francis Stewart was elected president of the department; Mohler Shirkey, vice-president; B. P. Garnett, secretary; C. E. Stauffer, treasurer;

Vaughn Bryant, senior, and C. A. Harvey, junior members of the student senate.

From the first the student organization fostered department stunts and inspired co-operation among students and faculty.

As the School expanded the activities of the student body increased to the extent that some direct and organized means of control became essential. Upon the advice of Dean Williams the students filed a petition to incorporate for fifty years as the University of Missouri Journalism Students' Association. This was done in the Boone County Circuit Court April 13, 1922, through the University attorney, O. M. Barnett. The petition of incorporation was signed by Irl W. Brown, president, and Marguerite Barnett, secretary-treasurer. The articles of agreement of the organization, which were filed at the same time, were signed by Irl W. Brown, Marguerite Barnett, Willard J. Pollard, C. A. Rodgers, Gladys McKinley, Frank E. Belden, Edward D. Garth, Bernice Thomure, Charles C. Vance, and (Miss) Frank Robertson. The petition of incorporation was accepted under the Missouri State Laws and signed by Secretary of State, Charles U. Becker, on May 13, 1922.

In the words of the original constitution the organization was founded "for educational and scientific purposes, to promote literature, history, science, information and skill among the learned professions and particularly in the profession of journalism; to encourage intellectual culture and in general to improve ourselves and serve the public in any of the objects enumerated above, and to do all things whatsoever as may be incident to such objects."

At a business meeting of the organization February 20, 1923, the association adopted a new constitution. At that time Robert Lusk was president; Margaret Garner, vice-president; Virginia, Keith, secretary-treasurer. The following year Foster Hailey was made president. Joseph Simpich was elected president for 1924-25. The following year George N. Elliott was president and in

1926-27 Donald Reynolds headed the association. In the fall of 1927 John R. Chisholm of Coffeyville, Kan., was elected president; Roy J. Leffingwell of Dallas, vice-president; and Opal Lamm, Sedalia, secretary-treasurer. Chisholm appointed the following committee chairman to serve as cabinet members during the year: Scholastic chairman, Leslie Rice; activities, Lawrence Brill; advertising, Fred May; historical, J. Paul Sheetz; women's activities, Martha Feenie; journalism play, William V. Hutt. The association holds its election the third week of the fall term.

In February 1928 the constitution was redrafted and amended by the cabinet and faculty advisor and adopted by the student body February 20, 1928.

In the spring of 1927 Wilburn Moore was elected to represent the journalism students as senator from this School and John W. Moffet was elected to represent the organization as student councilman. Moffet left school in January 1928 and Fred May took his place on council.

During the fall of 1926, while Reynolds was president of the association, Dean Williams suggested that an honor system would be in keeping with the ethics of the School. Eighty per cent of the journalism students signed petitions asking for such a system and in March 1927 an honor system was adopted.

The Journalism Play has been a tradition of the School of Journalism since its beginning. At the first University stunt day after the founding of the School of Journalism, the journalism students wrote and produced a newspaper play. For years the play was not only written, managed and staged but also acted entirely by students in journalism. In later years it has continued to be written by journalism students but students from other divisions have been invited to take part in the production. It is still known as the Journalism Play and proceeds go to the journalism association. For the last few years the profits of the Journalism Play have been turned over to the Secretary of the University for use as a permanent

fund, the interest from which is to be offered as an annual scholarship to journalism students who are attending the University of Missouri.

Another scholarship open to students of the School of Journalism has been made possible by donations of graduates of the School, interest on these donations being applied to a scholarship fund. The principal is now one thousand five hundred dollars.

The origin of the Scoop Dance, an annual journalism association event, can be traced back to the days of the dances given at the Dana House, a local journalism fraternity organized soon after the founding of the School of Journalism.

In 1927 the custom started of giving an annual banquet in honor of some famous journalist. That year the dinner honored the memory of Horace Greeley. Several members of the State Legislative body came to Columbia to take part in the program. Donald Reynolds, president of the journalism student body, was toastmaster and talks were made by George Knott, representing the students; Lieut. Gov. Phil A. Bennett, president of the Senate; E. H. Winter, speaker of the House; Senator Dwight Brown; W. E. Freeland, representative from Forsyth; Col. Charles S. Woods of Rolla; President S. D. Brooks and Dean Walter Williams. On March 14, 1928, the second of these banquets commemorated the achievements of Joseph Pulitzer. John R. Chisholm, president of the journalism students, presided and talks were given by Bart Howard, editorial writer of the St. Louis Post-Dispatch; Dean Williams; Joyce Swan, representing senior journalists; and William V. Hutt, representing the junior class. These dinners not only gave the students a clearer knowledge of the lives and works of great journalists but brought the student body and faculty together for journalistic discussions and social intercourse.

The constitution of the Journalism Students' Association also contains a provision calling for the organization

of the prejournalists, defined as those students who have been enrolled in the office of the University Registrar as pre-journalists and who have thereby signified their intention of entering the School of Journalism.

CHAPTER XV.

Gifts to the School

The School of Journalism has been fortunate in the number of presentations that have been made to the institution. The most valuable donation—one which has been a great factor in the rapid advance of the School in recent years—was a building to house the School, fittingly enough given by a Missouri graduate, Ward A. Neff, B. J. '13, in memory of his father, Jay H. Neff of Kansas City.

Feeling that their special portion of this building, the Council Room, should be furnished by themselves, the students in the School of Journalism during the first year of occupancy of Neff Hall gave a large round mahogany table, twelve mahogany chairs, a window seat with lockers for each of the student organizations, and a Chinese rug with the University of Missouri seal in the center.

The graduating class in journalism began the custom of each year presenting a gift to the School. The 1920 class gave a mahogany desk for Dean Walter Williams' office in the new building. The 1921 class presented a stone sun dial; a grandfather clock was the 1922 class gift; in 1923 the class gave two stone benches to be placed at either side of the south entrance to Neff Hall; the 1925 class presented a meridian plate which has become famous for its unusual setting; the 1926 class joined with alumni of the School in having painted a portrait of Dean Williams by Charles F. Galt which was presented to the School and hangs in Neff Hall; the 1927 class gave a mahogany bookcase for the Council Room. In addition to these annual gifts the students as classes or

The upper picture shows E. A. Soderstrom, business manager of the Missourian, in his office; Center, Miss Julia Sampson, librarian, at her desk; Below, professional faculty and staff in 1928 including: First row—Miss Helen Jo Scott, Prof. E. W. Sharp, Prof. T. C. Morelock, Dean Walter Williams, W. H. Lathrop, Prof. E. K. Johnston, Miss Frances Grinstead, Prof. R. S. Mann. Second row—Prof. F. L. Martin, Lawrence May, Mary K. Abney, Hazel Seivers, Mrs. Ruth Pilcher, Ledgerwood Sloan, Prof. T. L. Yates. Third row—E. B. Swift, Fay Jacobs, Susan Brooks, Joyce Swan, Helen Louise Woodsmall, Theresa Day, Miss Julia Sampson, Edward Gerald, Vernon Nash.

organizations have planted vines and shrubs about Jay H. Neff Hall, aiding thus in beautifying the campus.

One of the notable gifts to the School is "the St. Paul Stone." When the 1925 graduating class presented a meridian plate, they consulted Dean Williams concerning a pedestal or setting for this copper disc, which shows the direction and number of miles from Columbia to the thirty-seven principal cities in the world. On the plate is the quotation, "I have set thee a watchman", which has served as text for many sermons as well as lectures on journalism. Various British journalists who had visited the School had expressed a desire to present some gift coming from Great Britain to the Missouri School of Journalism. They communicated with Dean Williams on the subject and he suggested a stone from some ancient British structure which might serve as pedestal for the meridian plate. Consequently there came a stone from St. Paul's Cathedral in London as a gift to the School from the British Empire Press Union through its president, Viscount Burnham. It was presented by the British ambassador to the United States, Sir Esme Howard, and accepted on behalf of the University by President Stratton D. Brooks. George B. Dealey, president and general manager of the Dallas News, Dallas, Tex., accepted it on behalf of the journalists of America. This piece of stone was quarried in the Vale of Portland about 1724. If formed a portion of one of the statues of the south pediment of St. Paul's Cathedral and the drapery is still visible on the front, also the chiseled bed joint of the mason who cut the stone. The figure represented St. Andrew and was sculptured by Frances Bird, a contemporary of Grinling Gibbons, another famous carver. The head and shoulders of the figure are now preserved in the Geological Museum in London.

A bronze tablet attached to one side of the stone says:

"This stone, quarried in 1724, is from St. Paul's Cathedral, London, which looks down upon the birthplace of English literature, the English newspaper press, and the English publishing business. It was presented to the

School of Journalism by the British Empire Press Union through its president, Viscount Burnham, and was mounted here upon a base of Missouri stone by Missouri journalists. The meridian plate is a gift from the class of 1925 of the School of Journalism. Dedicated November 10, 1925, by Sir Esme Howard, British ambassador to the United States."

The stone that serves as a base for the St. Paul's stone is a gift from the Ozark Quarries Company, Carthage, Mo. It was given at the suggestion of Eugene B. Roach, retiring president of the Missouri Press Association.

Another gift signifying the friendship of nations and the growth of international journalism was that of a stone lantern given to the School of Journalism by the America-Japan Society of Tokyo in November 1926. Through the efforts of Prince Iyesta Tokugawa, president of the society, the lantern was obtained from an old estate near Sempukuji, where Townsend Harris, the first American envoy to Japan, established his legation sixty-seven years earlier. The lantern is nearly seven feet tall and is composed of five pieces of granite quarried in the province of Mikawa, the native home of the Tokugawa family. S. Uenoda, a Japanese member of the staff of the Japan Advertiser, writing of the history of the stone lantern said: "No object in the realm of Japanese art is perhaps so enduring and at the same time so picturesque and artistic as the stone lantern in the Japanese garden. Few objects in art in the court of their development have been so vitally associated with the main stream of the ancient culture of this empire as that of the stone lantern. It (this particular lantern) was presented to the School of Journalism as a permanent memorial to the increasing good will and peace between the United States and Japan. The stone lantern as a token of good will and peace is most appropriate because of the fact that it is one of the most enduring and representative objects of art Japan has even produced, and it is intended to illuminate darkness and shed light on ignorance."

The stone sun dial and the St. Paul's stone had been placed on either side of the main south entrance to Jay H. Neff Hall. The Japanese lantern was placed at the top of the slope at the northeast corner of the building, with the trees and natural scenery of the north campus as a background. The lantern was formally presented to the University by His Excellency, Tsuneo Matsudaira, Japanese ambassador to the United States, on November 9, 1926. It was accepted on behalf of the University by President Stratton D. Brooks, and on behalf of the curators by H. J. Blanton, a member of the Board of Curators and editor of the Monroe County Appeal, Paris, Mo. A bronze plate or marker was placed near the lantern giving a statement of the history of the lantern and its presentation.

The Journalism Library and the Council Room are filled with smaller gifts from many lands. Jay H. Neff Hall houses a valuable museum of ancient and modern of especial interest to journalists, objects from every part of the globe. The most valuable and smaller things are kept in museum cases. There are old newspapers and books illustrating the earliest printing; newsboy costumes from Japan; scrolls and other pieces of early publishing from China, the Philippines and other Far Eastern lands. One of the oldest pieces of writing is that taken from an Egyptian tomb in the period before Christ. It is written on papyrus and the letters are still legible. Another old piece is a Buddhist sacred writing, by hand, on the leaf of a Talipot palm. It came from Kandy, Ceylon, and belongs in the period of cultural development in the sixth century A. D. The Babylonian inscribed clay tablets are small, although they are extremely hard and clearly inscribed. The largest tablet is a "messenger tablet" containing a list of supplies given to a messenger before he started on a journey—bread, dates, oil, and wine. Messenger tablets are always small and they are valuable, for the writing on them is finer than on the other tablets. Other tablets tell of the animals taken to the temple

sacrifice, butchers' bills, which are delivered on the fourteenth, and temple offerings.

Coming to the time just after the Renaissance at the close of the Middle Ages, there is an original page from the Guttenberg Bible, which was the first book printed with movable type. The letters are clear and black, and all of the capital letters are painted in red.

The oldest book owned by any of the University of Missouri's libraries may be found in one of these meseum cases. It is called "Epistole Enee Silvii" and was printed in 1496, just four years after the discovery of America. It was written by Aeneas Sylvius, member of a noble Italian family. On the inside of the cover is written "This is the last edition printed by Anthony Koberger at Nuremberg." It is a treatise on education.

A copy of the Book of Ruth, written on vellum, dates back to the sixteenth century. It is a scroll about six inches high, rolling up on a handle. Other old books in the cases include "Bizarrie Politche" by Lorenzo di Banco, a Chinese illustrated book printed on silk, and a law book printed in London in 1653, presented to Dean Walter Williams by W. C. Breckenridge because its author was a man named "Walter Williams."

Among the old newspapers preserved here are copies of the Virginia Gazette dated in 1776; the Columbia Centinel from Boston in 1806; the Missouri Gazette of 1808; issues of the London (England) Gazette from 1688 to 1691; a paper from Germany published in 1806.

A quill pen used to sign treaties in the United States Senate was presented by W. D. Meng of the Kansas City Journal-Post, former sergeant-at-arms in the Senate.

The smallest newspaper in the museum is about one and a half inches by two inches. It is a facsimile of the Times made for the Queen's Doll House in London. Its pages are seven columns wide and contain news and advertising. A magnifying glass is needed to read the print.

Many historic gavels are in the collection of rare objects. One is made of wood taken from the Mark Twain

home in Hannibal and presented by George A. Mahan of that city. Another, presented by H. J. Blanton, was used at the Press Congress of the World in Switzerland in 1926. There are gavels formerly used by foreign press associations and others made especially for the Journalism Week Banquets, representing particular journalistic organizations or subjects.

J. West Goodwin, late editor of the Sedalia Bazoo, presented a scrapbook of front page headings from American newspapers during the last sixty years.

A Ramage printing press of the type used by Benjamin Franklin and other noted printers, stands in the Council Room. It was lent to the School of Journalism for exhibition and educational purposes by A. H. Everett of Kansas City.

The Journalism Library of nearly 3000 books and 300 periodicals includes among its volumes many gifts of alumni and friends. Col. J. West Goodwin of Sedalia, Harry Hansen of the New York World, Jason Rogers of the Kansas City Journal-Post, Oscar E. Riley, a graduate of the School, and others have given many volumes.

The rooms of Jay H. Neff Hall are decorated with photographs and pictures presented by representative journalists from all parts of the world. Prof. H. F. Major of Columbia gave to the School a copy of the famous picture "Isle of Death". Charles Arnold, first graduate of the School, gave a picture of Benjamin Franklin. A number of original wash drawings for magazine illustrations made by Monte Crews of Fayette, Mo., an alumnus of the University of Missouri, were given by the artist. There are photographs of many of the leading journalists of the world. In one room there is the only complete collection of photographs of past presidents of the Missouri Press Association from its establishment in 1867 to date.

The Journalist's Creed, written by Dean Walter Williams, has been translated into about forty different

languages and is used by editors in as many countries. Some of these translations have been framed and given to the School of Journalism to be hung in the Council Room.

The portrait of Dean Williams which hangs in the second floor corridor of Neff Hall was painted by Charles F. Galt of St. Louis at the request of the School of Journalism Alumni Association and was presented to the School by that organization and the 1926 graduating class. The portrait was formally unveiled on Alumni Day of the 1926 Journalism Week.

"'The four thousand alumni and former students of the School of Journalism have not lost one whit of the inspiration and ideals inculcated under the influence of Dean Walter Williams,' said Rex Magee, president of the Journalism Alumni Association, before the largest audience yet assembled during Journalism Week, in presenting the portrait of Dean Williams." Thus ran a story in the Missourian of May 14, 1926. Mary Paxton Keeley, first woman graduate of the School, and John C. Stapel, 1915 graduate, escorted Dean Williams to the auditorium. The picture was unveiled by Mr. Williams' granddaughter, Hulda Gordon Rhodes of Kansas City. E. Lansing Ray, president of the University Board of Curators, accepted the portrait on behalf of the curators, saying: "The portrait of Dean Williams is a material embodiment of his ideals, and will be a constant reminder of his spirit and personality. The position of journalistic education in the world today is due to the personality of Dean Williams and his influence is felt wherever newspapers are printed."

Dr. Stratton D. Brooks, president of the University, spoke on behalf of the University. Dean Williams responded to an invitation to speak after the presentation of the portrait. He pledged the School of Journalism to the spirit of the mottoes on its memorials: "I have set thee a watchman"; "Let there be light"; and "Let the will of the people ever be the supreme law of the land."

Many "birthday gifts" came to the School on its twentieth anniversary in 1928. Y. P. Wang, assistant business manager of Shun Pao at Shanghai, China, a graduate of 1924, presented a set of Chinese wooden scrolls which have been hung in Neff Hall. The title board (in Chinese called "pien") is such as one often sees displayed in the halls of important Chinese buildings and homes. At either end of the title board there is another board or scroll. The Chinese characters on the title board proclaim: "The School of Journalism is the center of journalistic learning for a thousand years. It is building a rule or standard for the expression of public opinion in all countries."

The two side scrolls bear the inscriptions: "To my teacher, Dr. Walter Williams, president of the Press Congress of the World, dean of the School of Journalism of the University of Missouri, man of high learning and pure virtue, long regarded as a leader among journalists, author of the Journalist's Creed. He came to China in 1921, where I, Ying-Ping, listened to his teachings with lasting admiration and in the following year left for America to study journalism under him. I returned to China to serve on the Shun Pao of Shanghai. This is presented to Dean Williams and the School of Journalism on the occasion of its twentieth anniversary; written in the Chinese ancient script by Wang Ying-Ping."

Eight items from the Journalist's Creed are quoted and the donor pledges himself to "public service at the exhaustion of all his energy and thought." The signature of Wang Ying-Ping and his seal are on one scroll.

The Kansas City alumna chapter of Theta Sigma Phi, made up largely of alumnae of Missouri University, presented and planted a tree near the west entrance to Jay H. Neff Hall.

In addition to all these gifts, and ranking high in importance, are the scholarships and awards offered to worthy students in the School of Journalism by alumni and other friends of the School.

In 1928 sixteen scholarships and awards were offered exclusively for students in the School of Journalism, while many other University awards were open to journalism students in common with students of other divisions of the University. The awards specifically for journalists are described in the official announcement as follows:

"The Eugene Field Scholarship, for which the interest on one thousand five hundred dollars is available, is awarded each year to the student of at least a year's residence who has shown himself most proficient in the work of the School in general. The fund for this scholarship was obtained largely through the efforts of J. West Goodwin of Sedalia.

"The Jay L. Torrey Scholarship is awarded each year to the young woman student in journalism who is considered most deserving and best equipped in professional ideals and in general newspaper-making ability to do the work of a journalist. The award consists of the income on two thousand dollars given by the late Col. J. L. Torrey of Fruitville, Howell County, Missouri.

"The Journalism Alumni Scholarship, consisting of the interest on one thousand five hundred dollars, is awarded annually to a student in the School of Journalism chosen by the faculty on a basis of meritorious class work. The funds for this scholarship were given by alumni of the School of Journalism when they refused to accept interest due them on money they had subscribed to help found the Missourian Publishing Association, Inc., which publishes the School's laboratory newspaper.

"Five scholarships of fifty dollars each, known as the John W. Jewell Scholarships, are awarded each year. They are paid from the income on five thousand dollars given in memory of John W. Jewell, a former student of the School of Journalism, by his widow, Mrs. John W. Jewell, and his father, H. S. Jewell. The scholarships are awarded at the close of the winter term to those students who, having completed at least one term in any of the departments to which these scholarships are

assigned, shall be deemed worthiest—scholarship, character, need of financial assistance, and general fitness for newspaper work being taken into consideration. The departments to which the scholarships are assigned are: (1) History and Principles of Journalism; (2) editorial policy and writing; (3) The News, Reporting and Copy Reading; (4) advertising; and (5) graduate work.

"A prize of one hundred dollars is offered by Homer Croy, author, of New York, for the best-written article of any kind (except poetry) produced by a student in the School of Journalism and published during the school year.

"A special Distinction Award of one hundred dollars is offered by an anonymous donor to the woman student in the School of Journalism who best exemplifies the spirit, attainments, and aspirations that make for an all-round, self-controlled journalist.

"The Journalism Play Award is to be given each June from the interest on a fund established from the proceeds of the annual Journalism Play. Both men and women are eligible. The award is to be made on the basis of industry, character, mental alertness, and capacity for leadership and harmonious working with others, as evidenced in activities of all sorts other than class work. Other things being equal, activities of a literary nature shall be given special weight. The winner's grades must average M or better in both professional and non-professional courses taken separately.

"The 'Tex' Bayless Award in Advertising is a prize of one hundred dollars given annually to the man student of advertising most outstanding in all of its branches. This is donated by A. C. ('Tex') Bayless of Houston, Tex., a former student in the School of Journalism.

"The Missouri chapter of Alpha Delta Sigma, advertising fraternity, gives an annual prize of twenty-five dollars to an outstanding man student of advertising.

"The Missouri chapter of Gamma Alpha Chi, advertising sorority, gives an annual prize of ten dollars to an outstanding woman student of advertising.

"The Missouri chapter of Theta Sigma Phi, journalistic sorority, gives an annual prize of ten dollars for the best feature article written by a woman student in the School of Journalism and dealing with woman's work in journalism.

"An honorary award is made each year to the student who does the most outstanding work in agricultural journalism. The names of such students are engraved on a shield presented to the School of Journalism by the Missouri Ruralist, published in St. Louis."

CHAPTER XVI.

The School's Equipment

Physical equipment for study and practical work in journalism has been added to or improved from year to year at the School of Journalism so that opportunities for carrying on both theoretical and practical work in the profession have been facilitated.

The first official announcement of the School in 1908 stated: "The University Library contains eighty-five thousand bound volumes and twenty thousand pamphlets. In addition to the collections of the University Library students have access to the library of the State Historical Society of Missouri, which contains forty thousand volumes."

Students in the School of Journalism still have access to the State Historical Society Library and the general University Library, both of which have been housed in more spacious quarters and have greatly increased their number of volumes. In addition, several divisions of the University have specialized libraries devoted to books, periodicals, et cetera, especially pertaining to the division, and all of these are open to journalism students as well as to students in any other division. Such specialized libraries are maintained in agriculture, engineering, medicine, arts and science, and other divisions. But most important of all to the journalism student is the Journalism Library.

As soon as the School was organized various newspapers and trade periodicals were subscribed for, giving students opportunity to keep in touch with news of the world daily and to study style and policies of various publications. These publications were the nucleus of the

Journalism Library. When the School was moved in 1909 into Switzler Hall more newspapers were taken and newspaper racks placed in the News Room. Later one small room in Switzler Hall was designated as "the library" and in it the number of reference books gradually grew to several hundred, while many more newspapers and periodicals were added. Student assistants had charge of the library in these first years. At this time, too, a "morgue" was started, where clippings and notes for future reference as well as cuts which had been used in the Missourian and might be of value later were filed and cataloged.

When in 1920 the School moved into Jay H. Neff Hall, one wing of the new home was set apart for the Journalism Library and Miss Julia Sampson was appointed journalism librarian. Miss Sampson, a graduate of Stephens College, took library training at the University of Missouri and later was appointed assistant in charge of the Arts and Science Reading Room where she served for three years previous to coming to the Journalism Library. The library has reading tables and chairs to accommodate sixty-five readers. The eight hundred and fifty volumes of 1920 have been increased to nearly three thousand and the periodical list has grown from one hundred to nearly three hundred. About two hundred and eighty newspapers are on file here, including all the daily and weekly newspapers published in Missouri, representative newspapers from every state in the Union and from many foreign lands. Nearly all of the books have direct application to journalism. Many deal with the history and ethics of journalism. There is also an extensive list of works on advertising. Standard reference books, encyclopedias, atlases, maps, et cetera, are also available. There are bound volumes of the Missourian since its origin in 1908 and also bound volumes of trade magazines relating to journalism. The periodical list includes technical magazines devoted to newspaper work, printing and advertising, and the leading

magazines devoted to current events, as well as typical house organs and class publications.

Foreign newspapers and magazines are received from: England, Canada, Scotland, France, Germany, India, Australia, New Zealand, China, Japan, Ireland, South Africa, Mexico, Brazil, Chile, Ecuador, Argentina, the Philippines and other countries.

All of these publications are used for reference reading and study in connection with the various courses taught.

Typewriters and desks such as used in newspaper offices have been a part of the School's equipment from the beginning, the number growing as enrollment increased. In so far as possible the furnishings of the School of Journalism's home have always been similar to those in newspaper offices.

It was not until 1920 that a complete printing plant was made a part of the laboratory equipment. In 1908 the Missourian was printed as "job work" by the E. W. Stephens Publishing Company. The following year journalism students formed the University Missourian Association and obtained a linotype machine, a complete set of type, and a Campbell two-revolution press, and printed the Missourian in its own down-town plant. In 1911, however, the paper was again printed by contract and continued thus until all the work of the School was brought together in Jay H. Neff Hall. When the new building was dedicated the first printing plant to be owned by the School of Journalism contained a Duplex flat bed press, two linotype machines, a power-driven saw trimmer, a router to touch up cuts, a Potter proof press capable of printing a page of proof, two stones, and a stereotyping apparatus equipped with a melting pot of a ton and a half capacity and a casting box delivering a full page. The new press was designed to transform the old six-column four-page Missourian into a paper of eight columns and from six to eight pages. Bodoni type was selected. Since 1920 two more stones have been added, and two more linotype machines installed. The four linotypes are geared above normal speed—six and one-half

lines a minute—to seven lines a minute and the press has been adjusted to print ten-page editions. Whenever the occasion demands even larger additions, two runs are made. The speed of the press is about forty-five hundred papers per hour. One normal edition consumes three-fourths of a roll of paper and a roll is approximately one mile long. It has been the policy of the paper to purchase only Grade A stock for news print. Because of this a clearness and beauty of impression is achieved that might not otherwise be possible on a flat-bed press. In 1928 the entire type face of the paper was changed to Ionic and the editorial columns widened, adding to the readability and attractiveness of the Missourian.

Additional chases and type were purchased when the Missourian Magazine became a regular supplement to the Missourian.

In the early years simple line drawings and diagrams for use in the Missourian were laboriously cut by hand out of a wood block. If half tone cuts were used, they were made in some outside plant. In 1915 equipment was assembled in Switzler Hall and the first plates for half-tones in the Missourian were made, and the first stereotyping was done. In 1920 a room was alloted in Neff Hall for the photo-engraving department but the equipment included only an old camera and a few chemicals. In 1923 the plant was made standard in every way. A Levy process camera and a Miller saw trimmer were the two most important articles added. There are today as modern and standard pieces of equipment as those found in other newspapers. Half tone and line cuts are made with the camera and the trimmer saws wood and zinc, mortises and routs cuts. In addition there is a brush run by compressed air, used for touching up cuts, an automatic zinc etching machine that is rocked by a motor, a storeroom for chemicals, a pair of filing cabinets with capacity for more than five hundred cuts, a dusting cabinet, and a dark room with a light trap which obviates the necessity of doors and curtains. Stone floors, stone sinks, and exhaust fans insure a well-drained and well ventilated

room. In addition to its usefulness in furnishing illustrations for the Missourian and other laboratory publications, the photo-engraving rooms serve as a laboratory for students who wish to learn this phase of work. A member of the journalism faculty, well-versed in the subject, is in charge of photo-engraving courses and laboratory. There are several cameras for the use of students who are being taught picture-taking and the news value of pictures.

Another phase of the School of Journalism's physical equipment keeps pace with modern news transmission. Jay H. Neff Hall is equipped with a five-tube Stromberg-Carlson radio receiving set with loud speaker and amplifying apparatus to enable speeches or programs by radio to be heard in the auditorium of the building. The set is used chiefly in obtaining or checking up news events which are broadcast.

On January 1, 1928, the Missourian enlarged its telegraph news service by contracting for the full, leased-wire report of the United Press Associations, and the installation of telegraph printing machines. These machines, the latest invention in telegraph news reception, provide daily more than fifteen thousand words of state, national and world news for publication in the Missourian, and for laboratory material in the various classes in the School of Journalism.

PART IV

CHAPTER XVII.

The Twentieth Anniversary

The twentieth anniversary of the founding of the first school of journalism in the world was fittingly observed during Journalism Week of 1928 with addresses given on May 11 by journalistic leaders of Missouri and other states and countries, by the planting of memorial trees on the campus, with the cutting of birthday cakes at various banquets, and in the program of the Railway Banquet on Friday night which closed the general sessions of the week. Joining in the celebration and paying tribute to the School were its alumni and students, the Missouri Press Association, The Association of Past Presidents of the Missouri Press Association, the Missouri Writers' Guild, and representatives from many other journalistic organizations of this and other countries.

The Association of Past Presidents of the Missouri Press Association, at its annual meeting during Journalism Week in Columbia, May 9, 1928, voted unanimously the following "appreciation":

"It is with genuine pride that we, the Past Presidents of the Missouri Press Association, recall that the School of Journalism of the University of Missouri, which this year, 1928, celebrates its Twentieth Anniversary, was established upon the initiative of our State Association.

"The Missouri School of Journalism, the oldest and largest in the world, we find, is today and ever has been, since its inception twenty years ago, a leader in the field of journalistic education, and in advancement through training and other wide influences, toward the highest ideals of the profession. With the Missouri school serving as a model, the teaching of Journalism has spread

until now educational preparation for the calling is on a plane with that for the other professions of life in our institutions of higher learning.

"From the Missouri School of Journalism during the twenty year period have gone eight hundred and forty graduates, as well as several hundred other students, to join the ranks of those engaged in newspaper work and other forms of journalism. They are to be found as owners, editors, publishers, managers, and members of the editorial, business, and advertising staffs of publications in every State in the Union, in our island possessions, and in many foreign countries, including Great Britain, Germany, France, South and Central America, China, and Japan. Their influence toward the making of a Journalism of a higher type and one of greater public service, in accordance with the precepts of the school, we feel, has been immeasurable.

"Dr. Walter Williams, a Past President of the Association, who has been the Dean of the School since its establishment, is recognized as an international authority in the profession of Journalism and in educational training for Journalism. Through his exceptional ability, his continuous devotion to his chosen task, and his able direction of the School, we find the Missouri School has risen to its enviable high place; and largely through his efforts journalistic education as a whole has taken its rightful place in the curricula of the universities and colleges of this and other countries.

"On the occasion of this Twentieth Anniversary we desire now to extend our congratulations to Dean Walter Williams and the Faculty of the University of Missouri School of Journalism; to express our pride and appreciation in the School's development, growth and accomplishments; and we wish for the School the continued success which it so well deserves and which we feel it will enjoy in the future."

The Missouri Press Association at its semi-annual meeting in Columbia, May 12, 1928, unanimously adopted

the following resolution presented by Charles L. Woods, editor of the Rolla Herald:

"Whereas this twentieth anniversary celebration of the School of Journalism has been a most propitious, glorious and epochal event in the history of journalism in Missouri, having brought together under one roof the leading writers and journalists of the land; and whereas this School of Journalism was fostered, bred, and born of the Missouri Press Association, bone of our bone and flesh of our flesh; and whereas it has been brought to its full fruition under the guidance and direction of that master journalist Dean Walter Williams, until it has become not only the model of all other schools of journalism, but is also the pride and glory of our profession:

"Be it resolved that the Missouri Press Association points with pride to the great work that has been and is being accomplished here, and with one voice do we accord to Dean Walter Williams the credit that is due him of having placed journalism upon a higher plane and through his efforts and his teaching this School of Jour nalism has spread its influence around the world."

Addresses Commemorate Anniversary

Following are proceedings during Journalism Week and messages received concerning the twentieth anniversary of the founding of the School.

Dean Walter Williams: It is fitting that the presiding officer of this morning's program, at which we celebrate the completion of twenty years of the School of Journalism of the University of Missouri, should be a member of the Board of Curators of the University of Missouri, under whose administration this institution has been fostered and developed.

It is particularly appropriate that we should have upon the program of the morning those whose names appear in printed copies in your possession: The president of the University under whom the School was established and who for seventeen years was its leader, and in addition the president-emeritus, a member of the

committee which asked that the School be established, who in later years as formerly was its interested and helpful friend. Also the representatives of two great schools of journalism in the United States, the Pulitzer school in New York City and the School of Journalism at the University of Montana. And it is particularly important that the presiding officer is a newspaper man, past president of the Missouri Presss Association, H. J. Blanton.

Address by the presiding officer, H. J. Blanton, Member of the Board of Curators, University of Missouri; Editor The Monroe County Appeal, Paris, Mo.

As Missourians we are proud of every division of our great State University. We are particularly proud of the division whose twentieth anniversary we are celebrating today. This is not altogether because of the prominence which it has attained. It is largely because it is the vindication of an idea, an idea that was born in an atmosphere of professional skepticism but which in the short space of twenty years has spread into every nook and corner of the world.

Our pride in this School of Journalism is stirred by the fact that it was the first school of its type and by the further fact that it ranks first among its kind in point of enrollment. But age is not always an evidence of merit nor are mere numbers a reliable index by which to judge an institution or a cause. There is only one standard by which to reach a right conclusion in the educational world. This standard is the character of service that is being rendered by the men and women who have been trained for individual or professional careers. Speaking for the Board of Curators, we are willing for the School of Journalism of the University of Missouri to stand or fall by this standard. In every state in the Union, on every continent on the globe, in nearly every land under the sun, its graduates are exemplifying the ideals they were taught and rendering the type of service which tends to lift humanity to higher levels. All

that is best in American achievement and aspirations they are carrying to less favored lands. Everywhere they are proclaiming the gospel of good will. Everywhere they are cultivating a spirit of understanding and co-operation. Everywhere they are exemplifying the best traditions of the press as an institution and building into the lives of their constituents a hunger for opportunity, a respect for law, a reverence for religion, and an ambition for the best that can be had in the way of education.

I remember very well when the idea of a School of Journalism was first advanced by W. O. L. Jewett, of the Shelbina Democrat. I recall with some degree of amusement the annual resolution E. W. Stephens would lay before the Missouri Press Association in its behalf. I could not forget the fervor with which Walter Williams always moved its adoption. Just to humor these popular members, all of us would vote for the resolution, then go out behind the barn for a hearty chorus of laughter at the idea of training for journalism anywhere except in the office of a country newspaper. Today those of us who had no opportunity to attend such a school as we have here in Columbia feel sure it was to our disadvantage. It was more than that; it was a disadvantage and misfortune to our constituents. No better vindication of an idea could be had than this one has received, that within twenty years after it was put to a practical test it has been adopted by universities, colleges, and high schools all over the world.

I feel like congratulating Dean Williams on the success to which our School of Journalism has attained under his leadership. I also feel like congratulating him on the fact that he has grown along with the institution; that he has not been content to settle down in a congenial and comfortable berth, but that his ambitions for his profession have led him from field of service to field of service until today he is not only the foremost journalist of the world but an object of reverence wherever newspapers are printed and read.

I feel like congratulating the state of Missouri on the fact that the eyes of the journalistic world are so constantly focused on this spot. I feel more like congratulating it on the vision which has inspired its support of a great university and on its recognition of the fact that the various schools it maintains on this campus are centers from which radiate direct benefits to every community within its borders.

I am glad the people as a whole are coming to look upon the University as something more than a place where students get education for their own selfish use—that they are coming to see its real purpose is the preparation of young men and women for tasks that are necessary to the welfare of every neighborhood; that when we train a young man in the School of Medicine we send back to his community something more than a money-getter; we send to it a bulwark against contagion and disease. When we train a young man for the law we send back to his community something other than a delver for fees; we send to it a defender of individual rights and an apostle of law and order. When we train a young man in engineering we produce something more than the builder of a bank account; we produce an expert who can bridge rivers, level mountains, construct railroads, and erect temples of commerce.

What is true of those we train in our schools of Law, Engineering, Medicine and Agriculture, is true in an even larger sense of those we train in our School of Journalism. They go forth with more concern for the public welfare than for the wealth they may be able to get out of the public. Their primary mission is to give the news. But to their lot also falls the task of moulding public opinion and directing human energies into helpful channels. It is only when we pause to reflect that every war in the last hundred years has been a newspaper war, that governments that have been created and destroyed through newspaper effort, and that no progress worthy of the name has been possible in even the most remote communities without newspaper co-operation, that we

realize the importance of schools in which the future journalist is not only trained to write well but also trained to write with a conscience and with a full sense of his responsibilities. And when we contrast the newspapers of today with the sort we used to have; the doctors of today with what they once were; the lawyers, the farmers, the engineers, and the teachers with those we had before the University of Missouri and other institutions of its type began to function in a large way, we cannot escape the conviction that the money set aside for their support has been a very profitable investment rather than a public expenditure, an investment that has paid the biggest sort of dividends in human progress and human character.

In conclusion, I wish to stress the importance of very special training for the editorial page. In our eagerness to get all the news, large circulations, and heavy advertising patronage, there is a growing disposition to look upon the editorial as a minor matter or to neglect it altogether. I attribute much of the widespread indifference to corruption in high places and abuses on which predatory interests fatten, to the meager number of editors who consider themselves watchmen at the portals. This condition has come with newspaper prosperity. The fatter and sleeker we become, the less we are inclined to wear armor and wield swords. God did not ordain fasting as a preliminary to prayer back in old dispensation days just for the fun of seeing Israelites go hungry, but because he knew that a featherbed had more attractions than the throne of grace when Israel was full of turkey meat and mince pie. And in the midst of his featherbed the Israelite found it easier to yield to the blandishments of the sandman than to expose, denounce, and destroy evils which beset the helpless and weak. The logic of present conditions is more emphasis on the editorial page and special emphasis in schools like this on the obligations and responsibilities of the press as the champion of popular rights.

Why a University School of Journalism?

By A. Ross Hill, Former President of the University of Missouri

After twenty years of recognized success and the winning of marked appreciation in both journalistic circles and popular esteem, it may seem superfluous now to ask why any university should maintain a School of Journalism or why in particular the University of Missouri should have ventured on the experiment of establishing the first School of Journalism with an organized curriculum leading to a special professional degree. But to those of us who were in close touch with the movement from the beginning, the initial difficulties and prejudices and questionings are not entirely forgotten, and this anniversary which records the fulfillment of hopes and the reward of faith serves also to revive their memory.

To be sure there had earlier been delivered lectures on journalism before student assemblies—I had personally heard Charles A. Dana of the New York Sun discuss the training of the journalist before the students of Cornell University in the early ninety's—and there had been offered here and there, including the University of Missouri, isolated courses for prospective journalists, usually in departments of English. From 1905 to 1908 this University community had opportunity to hear assembly addresses from several prominent journalists beginning with a notable address by Captain Henry King, then editor of the St. Louis Globe-Democrat. The School of Education for the professional training of teachers had just been organized in 1903-4—the first of its kind in any state university—and the lectures on journalism, which were largely attended, led to much informal discussion in faculty and student circles regarding the possibility and advisability of organizing a distinct professional school for the training of journalists. But whether the Board of Curators had in mind a chair of journalism or a school was not revealed and our discussions accordingly ranged over a wide field of educational reflection.

In the fall of 1906 the Executive Board appointed a committee to consider the problem, and their report, submitted to the Executive Board on December 13, 1906, marks a definite step in the consideration of journalistic training in the University of Missouri. The report read as follows:

"To the Honorable Executive Board,
"University of Missouri,
"Columbia, Missouri.

"Gentlemen:

"Your Committee appointed to prepare a report on the subject of a College of Journalism in the University begs leave to submit the following recommendations:

"1. That a College or School of Journalism be established as a department of the University co-ordinate in rank with the the departments of Law, Medicine, and other professional schools.

"2. That the School of Journalism be provided with adequate laboratory equipment for practical journalistic training.

"3. That the course of study be at least four years in length and that the entrance requirements be at least equal to those of the Academic Department.

"4. That the curriculum be so organized as to insure co-operation between this school and the Academic Department, including many courses now offered in Arts along such lines as English, foreign languages, history, and the social sciences, etc.; some general courses in journalism that might count toward the degree in Arts; together with some strictly professional courses intended only for those who wish to secure a professional degree or certificate from the School of Journalism.

"J. C. Jones,
"Walter Williams,
"A. Ross Hill,
"Committee."

This report was approved by the Executive Board and submitted to the Board of Curators on December 18, 1906, with the recommendation that the School be established. On motion of Mr. Thurman it was ordered by the Board of Curators "that the report be approved and the School be established as recommended".

"Now it may be told" that in private faculty discussions of this novel project the sentiment was frequently expressed that such a school might succeed if the president and curators could induce the chairman of the Executive Board, the Honorable Walter Williams, to resign that position, give up his own editorial work, and accept the deanship of a Faculty of Journalism not yet constituted. Yet, what would become of the University

of Missouri as a whole if it were to lose his unique and far reaching services as chairman of the Executive Board?

Parenthetically, permit me to remark that only those of us who served on the teaching and administrative staff of the University during those years or were otherwise in close touch with its affairs, can appreciate the sacrifices made by Mr. Williams or the extent, variety, and general wisdom of his services to the University as curator and especially as chairman of the Executive Board. Incidentally, too, he was getting an education in university administration that ordinarily falls only to the lot of a president, for he got instruction from the entire university faculty—there was no election of either studies or instructors for him.

But on acceptance of the presidency January 6, 1908, I found that nothing had yet been done toward carrying out the mandate of the Board of Curators of December 18, 1906. Conference with some of the curators revealed that they too had considered Mr. Williams the man to lead the proposed school for which he had so tactfully laid the foundations and prepared the way. I even ventured to "sound him out" as to possibilities—a matter of some delicacy, for it meant suggesting to one's chief that he become his lieutenant. So at the board meeting on April 2, 1908, Doctor R. H. Jesse as president and I as president-elect presented a joint recommendation that the proposed School of Journalism be established in the following September and that Honorable Walter Williams be invited to accept the deanship on July 1, 1908, the date on which the new president should also take office.

This recommendation was unanimously approved by the board on motion of the Honorable J. V. C. Karnes. After some correspondence and considerable delay but before July 1, Mr. Williams finally agreed to assume the responsibilities of the position, and from that time on, this School of Journalism has been "but the lengthening shadow of one man".

So my first answer to the question why we came to have a School of Journalism in the University of Missouri, the first in the world, is because we had a Walter Williams. And for the same reason we have the best and the best-known school of its kind. In the wise selection of colleagues, and in the inspiration of his leadership which brought out their finest qualities and their maximum efficiency, lie the secret of this school's success; and his contacts with journalists in all parts of the world have given the School a world-wide recognition and reputation.

There was a real difficulty in getting a faculty for the new School of Journalism, because journalistic instruction was so new. We thought of Charles Ross, an alumnus, who was associated with Dean Williams in journalism in Columbia. After securing him, we needed a second man, and Silas Bent consented to try the experiment. After half a year in this position, Mr. Bent found other work which was more congenial. Mr. Williams said he was having some difficulty in finding just the right kind of man to succeed Mr. Bent. After much study, I told him I knew Frank Martin of the Kansas City Star and thought he was the right kind of man. Shortly afterward, Mr. Martin accepted the position which he has so ably filled during the existence of the school. Next to Dean Williams, Mr. Martin deserves highest honors for the success of this School of Journalism.

All public institutions are called into being by social needs. One reason for university instruction in journalism and for an organized curriculum planned for the training of journalists, is to be found in the present-day influence of the press in moulding public opinion. In America today when practically everybody reads a daily newspaper, the press means even more than oratory and eloquence of speech meant to the Athenian assembly in the Age of Pericles. News is now diffused and public discussion of issues is conducted simultaneously over wide areas. This has made modern democracy possible, but it also imposes enormous responsibilities upon the

profession of journalism. The innate tendency of the average mind to accept as true all news reports seen in print and even to accept the judgments passed thereon by one's daily newspaper, puts a weapon in the hands of the journalist that is as dangerous as it is powerful for good. If a university training develops as it should, a point of view from which a sane criticism of life and life's values is possible and also a capacity or devotion to great causes, then the safety of democracy demands a university training for journalists.

In writing of democracy and education Lord Bryce says: "The living voice of the teacher who can treat of large principles and answer questions out of his stores of knowledge, can warn against the fallacies that lurk in words, can explain the value of critical methods, and, above all, can try to form the open and truth-loving mind, is of inestimable value. Men can best acquire wide and impartial views in the years of youth, before they become entangled in party affiliations or business connections. The place fittest to form such views is a place dedicated to the higher learning and the pursuit of truth"—a university.

Again he says: "If every newspaper did its best to ascertain and to tell the truth, and gave equal opportunities for the expression of all views, leaving the public to judge between these views, newspapers would be, so far as politics (in the largest sense) are concerned, an almost unmixed good. Everything that can be done to enable the formation of a sound and sober public opinion would have been done, and though the people would sometimes err they would have only themselves to blame"; but, he adds "to demand it, would be what theologians call a Counsel of Perfection". The fact is that newspapers of large circulation today must be looked on as business enterprises, sometimes primarily business enterprises, in which case the proprietor tends to dwarf the editor, and the public, ignorant for the most part of the hidden motives behind its advocacy of causes, is likely to be misled.

Effort may be made to misdirect public opinion by specious arguments which can be subjected to analysis by the most intelligent readers and their influence may thus be to a certain extent nullified; but more commonly the method employed is that of selection and suppression of facts, a crafty and effective form of deception. This method seems to be used more generally and to be more insidious and dangerous in the field of foreign relations than in local or national affairs. In this connection a phrase from Dean Williams' "Journalist's Creed" illustrates the tone of this School of Journalism: "I believe that journalism which succeeds best . . . is profoundly patriotic while sincerely promoting international good will and cementing world comradeship". His students have carried this ideal to the four corners of the world.

Another aspect of modern newspaper making that emphasizes the need of writers well grounded in civic ideals and with well developed sense of public responsibility, is connected with the change from more or less personal to quite impersonal editorial management. The earlier editor was often a forceful personality whose character was reflected not only on the editorial page but in the general attitude of the paper throughout, but today very few newspaper readers know who has written what they read or with what authority he speaks. Here is power without responsibility, power which can be used with only the individual's conscience as guide. Surely a university community should furnish ideal environment for the development of the appropriate sense of responsibility.

If journalism meant only the printer's trade or art, or only the management of a newspaper plant, or the collection and distribution of news, or all of these, there would still lack justification for its recognition among the professional schools of a University. But the true journalist is an interpreter and creator, he "does not give a photograph but a portrait of life". (Williams and Martin). Breadth and accuracy of information, discip-

line of intellect and will, social insight and ideals, and social responsiveness are all needed by the journalist and these are the aims of university education. The "Journalist's Creed" referred to above is the best argument for university training of journalists.

To secure these results and to develop an esprit de corps, a professional spirit and pride, it is also important that the prospective journalist be so associated with fellow students and teachers as is possible only where the courses of instruction are grouped and the practical laboratory work provided in an organized curriculum leading to a distinctive degree or certificate. The difference between the pursuit of a few courses in journalism and the discipline and inspiration of common preparation for the profession with others in the same group of courses organized for a common aim is in this case, as in other professional schools, the difference between dilettantism and efficiency.

Yet today the best justification of the School of Journalism is found in the record of its alumni and former students who have given abundant evidence of sound and practical training, keen professional spirit, high ideals, intellectual and social tolerance, and international good will. And with these qualities goes, so far as my observation is concerned, the saving grace of common sense.

But all values ultimately come back to personal worth; and the personality of the teacher, including of course his intellectual and professional competency, sets the mark upon the school. So while we all today rejoice in the wonderful record of this School of Journalism and extend our congratulations to the University of Missouri on the success of this great experiment in professional education, we also join with the alumni in giving the major credit to the dean, the present faculty and the former teachers, who have set a pattern and a standard for other universities and for the future of this institution itself.

And we all praise famous men
Ancients of the College,
For they taught us Common Sense,
Tried to teach us Common Sense,
Truth and God's own Common Sense,
Which is more than Knowledge.
—Kipling.

Trail-Blazing in Journalism

By A. L. Stone, Dean of the School of Journalism of the University of Montana; president of the American Association of Schools and Departments of Journalism.

It is—for me—a happy coincidence which brings to me the honor of the presidency of the American Association of Schools and Departments of Journalism during the year which is marked by the twentieth anniversary of the establishment of the pioneer of these schools—Missouri.

From this association and its members I am the bearer today of cordial greetings. It is my official responsibility to transmit to the people of Missouri congratulations which are sincere and to Dean Williams an expression of friendship and admiration which cannot find completeness in any words which I am able to command.

We congratulate Missouri because it grasped opportunity twenty years ago when Walter Williams with discerning pre-vision outlined the possibilities for good which lie in a school of journalism and because it indorsed his plan—a plan which gave form to the first school of journalism, first chronologically and, I believe, first in merit, in all the world.

We voice our friendship and admiration for the head of this school because we appreciate the excellence of his plan, because we realize the fidelity with which that plan has been carried into execution and, most of all, because through the sometimes trying years of the development of the idea of the school of journalism, he has given us freely of his experience and his fine understanding; his has been a dominating influence in shaping our association and in directing it toward high standards of scholarship and ethics.

This is something more than a mere formality—the performance of this official duty of mine. It is a sincere effort to voice a firm belief and a profound conviction. I wish its performance had been intrusted to more worthy hands than mine. But, now that I am here, may I add to this official utterance a personal word—and then I am through? I would like to say—and I hope it is not inappropriate—that an acquaintanceship begun in the early days of the school of journalism has ripened through years of contact into an affectionate friendship which I prize highly and has led me to hold in high esteem the personal and professional relationship which I have been privileged to enjoy with Dean Williams. It is one of the heights in a newspaper life of ups and downs—and you know how many more downs there are in this life than there are ups.

"Trail-Blazing in Journalism" is the theme which I have chosen for this anniversary discussion. Mainly, two conditions prompted the selection of what may appear to you to be an irrelevant subject. The rather long trail which I have traversed in order to be with you today is, it seems to me, emblematic of the trail of journalism; this route, too, binds Missouri and Montana closely in more ways than one, physically, economically, historically, and, if you will, inspirationally.

You know your Missouri and, rightfully, you love it. How many of you realize that, when Congress in 1821 defined the boundaries of the state of Missouri, included in the great western stretch of that area, the greater part of what is now the state of Montana was embraced? The greatest river in the world has its rise in Montana's mountains and bears the name of your state; the thrilling history of this wonderful waterway furnishes incidents —dramatic, intensely significant, grippingly interesting —to absorb our attention for a much longer time than is at our disposal today. It is one of the ties that bind these two commonwealths.

Over the trail which began in Missouri and whose journey's end was Montana, there journeyed during the two decades of Montana's formative era missionary and merchant, scholar and statesman, trafficker and treasure-seeker, far-visioning idealist and freedom-loving pragmatist. Scanning the roster of the men and women who carved the commonwealth of Montana out of the wilderness, one finds in every line of activity the names of Missourians.

The message of Christ was brought to the aborigines of Montana by DeSmet, who set forth from St. Louis. The commercial possibilities of the new region were first realized by Chouteau. The hidden treasure of fertile plains was first sensed by Wibaux. The greatest silver mines the world has ever known were discovered and developed by McLure. Montana's first state governor, Joseph A. Toole, was born in Missouri. Early Montana housewives and school teachers were Missouri women. "Calamity Jane", picturesque figure of the days when civilization was pushing westward, was a native of your state. The ranking member of the staff of Montana's School of Journalism is a graduate of Missouri, as is his talented and charming wife. The dean of the faculty of our fraternity bears a name which is revered upon this campus—Richard Henry Jesse. These are names selected almost at random from a long, long list; they serve to emphasize, however, the closeness of the relationship between Missouri and Montana; they bear witness to the splendid part which Missouri has had and yet has in the development of the state which I love and which is my adopted home.

Each state of our Union has its epic. To most of those of us who have followed the history of Montana it seems that our finest epic has never been adequately told. Indian battles, vigilante courts, argonaut adventures have all been described—it is, I believe, some one of these which occurs to you as I mention the epic incident in Montana's history. But it is none of these which appeals

to me as the pre-eminently impressive scene in the history of our state.

The incident which has remained in my mind as outstanding, ever since its story was told to me years ago by an ancient Indian and later by a missionary priest, is one which concerns us all here, be we of Missouri or of Montana or of Massachusetts.

Between 1812 and 1820 a band of Iroquois Indians, dismayed by the encroachments of the white man, left the New York region and traveled westward, seeking a new wilderness home. They paused a while in Wisconsin and then moved on. In the missions of the north-Mississippi country they had received the message of the cross. Their chief, Ignace, wore westward a rosary. They came to the Selish country in northwestern Montana—probably about 1825—and there were received cordially; afterward they were adopted into the Selish nation. It was upon the occasion of their first meeting with the Selish that Ignace revealed to them the symbolism of the rosary. For years the Selish had, like the ancient Greeks, worshiped an "Unknown God." The crude revelation by Ignace convinced them that his god was the one they had gropingly sought and they plied him with questions. He was unable to answer all they asked, but he did tell them that in St. Louis were Black Robes who would satisfy their yearning. So in 1831, four Selish set forth in quest of the knowledge which they craved. That they reached St. Louis is shown by monastery records, but they failed to reach the end of the homeward journey. Four times was this mission repeated; in 1839 it was successful. Traveling through hostile and unknown territory these successive expeditions had met death and torture, but the Selish persisted and won. In 1840 Peter DeSmet, Jesuit missionary, left St. Louis with a single Indian as guide. He made the rendezvous which had been agreed upon; was greeted by three thousand Indians; delivered the message which they had sought; established the first church and the first permanent white settlement in what is now Montana.

And so it is that amongst the mural pointings in the Montana Capitol is one which bears the legend, "The Quest for Truth". And that legend is the excuse which I have to offer for having taken this much of your time in the presentation of what may appear to be a local story, far removed from your field of interest.

Were I a painter, I would portray that early scene about a Selish campfire—the eager desire for truth depicted upon each of the faces which turned toward Chief Ignace as he unfolded to his hosts the rudiments of that truth for which their people for long generations had sought, gropingly but earnestly. It was a scene which led to the blazing of the trail from Missouri to Montana —blazing it with the emblem of truth, that all who might follow could discern and pursue.

And the blaze which defined the course of that long-ago trail which led from your state to mine is the mark which Walter Williams has placed as a guiding direction along the trail of journalism. He has blazed the trail so clearly, has kept the marks of direction so bright, that one may follow the route without hesitation and without doubt.

Dean Williams has been granted that boon which comes to few pioneers. He has lived to see his idea and his ideal of a school of a journalism accepted as something very real—not as the dream of a zealot but as possessed of pragmatic value to the profession as a whole. How clearly blazed is this mark of truth I do not need to remind you who travel a four-year section of this trail under his guidance. You know, for you have read the markings.

We have but to read the roster of those who have moved forward along this trail from the gates of your campus, to realize fully how wisely has the course been marked and how much of wisdom and practical knowledge were put into the reconnaissance of this trail. Calling the roll of Missouri journalism students, the response circles the globe; these men and women are found in successful performance of journalism's work in every

clime and in every phase of this exacting form of human endeavor.

And a canvass of veterans in journalism, who were in the field before this pioneer school was projected, will disclose the fact that they have adopted the Williams idea as the fundamental principle of their profession. The questionnaire of the Editor and Publisher, sent to newspaper makers the country over, asking "What is the biggest thing American editors can do during 1928 to advance the cause of American journalism?" brought a response which was almost unanimous that the n[illegible] is "Truth" as a means of establishing reader confidence. And here is the appeal contained in a commercial circular which came to my desk just a few days ago: "After all, the indictment repeats the expressed need of Truth —truthful presentation . . . of the interesting and entertaining world we live in."

Walter Williams impressed upon the world the fact that journalism is something more than mere facility in the use of words. Desirable as this facility may be, it is the smallest part of journalism. I cut from an advertisement years ago, a paragraph which I framed and which has since hung above my desk: "Who so tells the truth dully, he treats a noble friend most shabbily; for truly the truth deserves cloth of brabant and cloak of ermine. Yet is the dullest truth better than the cleverest insincerity."

You who have had years of experience in newspaper offices know in your hearts that this is so. You who are preparing to enter upon the practice of this profession may accept this now as a fact; this acceptance will save you many disappointments and will ward off many discouragements.

Newspaper making in a circle—advertising is essential for sufficient revenue; advertising depends upon circulation; circulation cannot be obtained without reader confidence; there can be no reader confidence unless Truth is the fundamental principle in the making of the paper.

Above the entrance to the New York Public Library these words are graven: "Above all things Truth beareth away the victory." There is a fraternity in schools of journalism, upon whose altar lies an open Bible—opened at the fourth chapter of St. John, where are these words: "And ye shall know the truth and the truth shall make you free."

If all this is accepted, you say, why emphasize it now? If the way has been shown so clearly, why talk about blazing trails? The question brings me back again to Montana. No story writer these days fails to designate Montana as "the last frontier." No movie announcement would be complete which did not contain the same appellation. Yet there are just as many problems to be solved in Montana today as there were sixty years ago; there are just as many obstacles to be overcome. And journalism is the same—no matter how long ago the trail was blazed, no matter how clearly it was marked, there is always further advance to be made. There is no "last frontier." The moment we settle back with the idea that the far-flung skirmish line can go no farther, that moment all progress will cease—in journalism as in all other endeavors in which mankind is engaged.

Consolidations, mergers, chains—these most recent developments in journalism are viewed with alarm by those who are accustomed to conditions of an era which is passing. But they do not mark a "last frontier." Rather, they present a new frontier whose mysteries we must fathom and whose problems we must solve. Each decade and each year of each decade have presented new problems; each one which lies before us will offer newer ones. We cannot linger; we must keep moving on. Beyond each hilltop there lies something—we know not what, but we do know that we must discover it and must meet its perplexities. Always we must continue in the role of pioneer—we whose responsibility it is to reveal to others the truth of what we, as sentinels on the horizon, discover. Always we must be trail-blazers. May it prove that we are of that group of pioneers whose

performance is exemplified in the work of the man in whose honor we are gathered here today!

Macaulay divides mankind into two classes—"Men who cling with fondness to whatever is ancient" and "Men, sanguine in hope, bold in speculation, ever pressing forward." Is not this second class precisely what we hope that journalists will always be? And does not retrospect reveal that this forward-pressing element has given to journalism its characteristic trait?

But daring will not suffice for the sentinel of public opinion nor will courage alone be sufficient equipment for the scout who makes his way forward to see what lies in the promised land. The deductions which they make from their observations must be accurate; the report which they render must be truthful. Those scouts whom Moses sent into the Land of Canaan brought back, you recall, samples of the products of the new region to verify their reports. They did not have "reader confidence."

The successful newspaper maker must build his reputation upon the foundation of Truth. Once he has established this degree of confidence, he needs no picture, he requires no sample, to convince his readers. They know his story is correct because they know he tells the truth. And he has imparted to his paper his personal reputation—then his paper prospers.

Trite, is this? Impractical and theoretical? If you shrug your shoulders, lift your brows and thus question, what is it that lies back of your questioning? Have you tried it? Have you persisted in it? Do you doubt because you have tried it and it has not worked the first day in competition with sensationalism? I tell you it will win.

It is not the theory of a schoolmaster—this trail-blazing done by Walter Williams. When the Missouri School of Journalism was established twenty years ago, its dean had framed this doctrine out of years of practical experience. He thought as a successful newspaper maker; he planned as one who loves his profession; he preached what he practiced. The trail which he blazed must not

be permitted to dwindle into a dim path, eventually to be lost in the wilderness. It must be continued, on and on. Journalism must progress as the world advances—it must be always a day's march ahead. The message which it sends back must be truthful and those who are following along the dusty trail must possess that well-won confidence which will make it possible for them to extract from the message inspiration and encouragement. "All's well" will come back from this outpost—a message from the vanguard which will strengthen confidence and renew hope.

It will be understood now, I hope, why I chose as the theme for this hour a caption which may have seemed irrelevant and immaterial, without definite application to this occasion.

A birthday anniversary is a time for both retrospect and prospect. We have looked backward in brief survey of the twenty years. He is bold who ventures to express a firm belief in what he sees in the look ahead. But I have no fears for the future of American journalism. We may for the moment be dismayed by mergers and chains; we may be disconcerted by the symptoms which give ground for the allegations regarding "standardized" news and opinions. But there will be men and women all the while—perhaps in some obscure corner, but there nevertheless—keeping alive the torch of true journalism.

This torch was but a rushlight when it was first kindled—sometimes the wind of opportunism or the draft of prejudice has caused it to flicker—but since the first newspaper was published it has burned on—Dean Williams quickened the power of its incandescence into the glare of the searchlight and it will not be extinguished. Passing generations will hand it back to those who take their places and its lights will penetrate more and more the dark places. The events of 1928 have certainly justified this confident belief.

Nor can we evade the responsibility of our opportunities by a repetition of that specious, epoch-making

question, "What is truth?" We must seek it continually; its quest must be our inspiration and our endeavor. And in that search we shall be ourselves strengthened; we shall dignify our profession; we shall earn the confidence of those whom we serve. The pursuit of an ideal is not a vain thing; the very effort to attain it gives us strength; temporary defeat serves but to inspire us to renewed endeavor; like the mythical hero of old, each time we are forced to earth we spring up with fresh confidence and zeal. I have found much of encouragement in these words of Dallas Lore Sharp:

> We have never found it,—this perfect thing,—and perhaps we never shall. But the desire, the search, the faith, must not fail us, as at times they seem to do. At times the very tides of ocean seem to fail,—when the currents seem to run. Yet when they are slack here, they are at flood on the other side of the world, turning already to pour back—
>
> "....lo, out of his plenty the sea
> Pours fast; full soon the time of the flood tide shall be."
>
> The faith cannot fail us for long. Full soon the ebb tide turns "and belief overmasters doubt, and I know that I know" that there is perfection; that the desire for it is the breath of life; that the search for it is the hope of immortality. But I know only in part. I see through a glass darkly, and I may be no nearer it now than when I started, yet the search has carried me far from the start. And if I never arrive, then, at least, I shall keep going on, which, in itself, may be the thing—the Perfect Thing that I am seeking.

And so I salute Dean Williams and the Missouri School of Journalism on this birthday anniversary; I extend congratulations upon the look backward over twenty years. I voice confidence in the glance ahead. May Missouri's influence be felt in the field of journalism as long as the click of the linotype is heard and the hum of the press gives voice to your high ideal—Truth,—Truth in thought, truth in expression, truth in living the life to whose living our choice of profession has assigned us.

The Spirit of Journalism

By Charles P. Cooper, Professor of Journalism at the School of Journalism of Columbia University, New York; Former President of the American Association of Schools and Departments of Journalism

When I started out from the eastern seaboard to visit this great shrine of American journalism I thought I would travel lightly, but on the way I accumulated a load of congratulations from friends of the faculty of this institution, from friends of the student body of this institution, to bring to you today. I have the honor, Dean Williams, of bearing personal congratulations of President Nicholas Murray Butler to you and the student body of the Missouri School of Journalism—also, the personal congratulations of John W. Cunliffe, director of our School of Journalism and other members of the faculty. As I was starting, I met Arthur M. Howe, editor-in-chief of the Brooklyn Daily Eagle and chairman of the committee on schools of journalism of the American Society of Newspaper Editors. He asked me to convey his congratulations to you and the student body. It is gratifying to me to bring these messages.

It is with difficulty that I refrain from starting this talk by calling the roll—Adams, Anderson, et cetera—but I shall drop the academic role and appear as a newspaper man here this morning. To confine myself to the points I have in mind I shall read these few random remarks:

To one who has given many years of service to newspaper work it is gratifying to appear before this audience of journalists, educators, and young men and women who are to be the journalists of the future.

To participate in this celebration of the twentieth anniversary of the founding of the School of Journalism of the University of Missouri is an honor.

As the spokesman of the School of Journalism of Columbia University in the City of New York, I felicitate Dean Williams and the faculty of Missouri. You have accomplished much.

The teaching of journalism was in the way of an experiment when you began. You encountered the opposition of those who considered such instruction futile. You were down this ill-concealed hostility and turned it into friendliness. Like pioneers, you broke the ground for those who were to follow.

To journalists of New York this state means much. We are not unmindful of the fact that Joseph Pulitzer, returning from the war between the states, here entered the work, the end of which was crowned with fame. It was in Missouri that he developed those principles which introduced modern journalism. It was here in the untrammeled and unfettered West that he shattered hampering tradition. He planted the seeds of the new journalism which a few years later were to blossom in the New York World. To the end he retained his interest in Missouri. It was a transplanted Missourian who rattled the dry bones of Manhattan. His influence did not die with him.

It was approximately four years after the founding of the School of Journalism of the University of Missouri that through Joseph Pulitzer's great benefaction the School of Journalism of Columbia University was established. The difference in age is trifling—hardly worthy of calculation. As the lifetime of institutions of learning is reckoned, both Missouri and Columbia are still in their infancy, just as the whole scheme of education for journalism is in its swaddling clothing.

These two schools, according to my way of thinking, hold the same ideals, and the primary purpose of each is the training of young men and women to act as recruits for newspaper staffs.

No sane teacher expects these recruits to be anything but recruits, but as recruits we believe that, with the rough edges worn off, they will be of service to the newspapers. They will lessen the so-called "labor turnover," conserve man power, and stabilize what in the not distant past was a most unstable occupation. Eventually the "hiring and firing" employer will not boast openly of his "firing" propensities, for the young man who has

trained himself for what he hopes will be his life calling soon will desert that calling if bucko mates are his superiors. To be of service to far-sighted newspaper employers is our ambition. It is violating no confidence to say that in the City of New York the dawn is breaking. There are far-sighted newspaper editors there.

If these schools are able to send out young men and young women who will fit into existing organizations they have accomplished something. It is plain that they are able to do this. Therefore they have justified the plan of their founders.

Much has been said and written in criticism of schools of journalism. It has been asserted that they are impractical, that graduates are inflexible, that they learn a set of rules and endeavor to apply these rules to all situations, that graduates lack a broad background, that graduates do not sense the great problems of journalism.

Many of these attacks are made by well-meaning editors, men for the most part of my generation who learned all they know in the school of trial and error. Many of them, I fear, let the romantic glamor of the city room of forty years ago tinge their views. They are unmindful of the fact that this is a new America in which we live, that all life has changed, that the methods which developed the reporters of Dana's day would not be successful today. Sometimes I think these critics demand too much of graduates of a school of journalism. I ask those Nestors of our beloved profession to turn back the leaves of memory and tell us how well they themselves executed their first assignments or, for that matter, how well and acceptably they executed their first forty assignments. Then I ask them to recall how well they read their first piece of copy when the opportunity came to sit on the desk.

There is a close parallel between the work which the school of journalism does and the work of the schools of law and medicine. Our young law graduate has been well grounded in the principles of law. As a matter of course we expect that upon graduation he will find a place in a

law office as a junior clerk and for a year or two will look up authorities for his seniors, serve papers, appear in court on rare occasions, and, speaking for his senior, request an adjournment, and do other like chores.

Does anyone expect the graduate of the law school to emerge from the halls of learning and bloom on the front steps as a second Charles E. Hughes or Joseph H. Choate? Charles E. Hughes had practiced law in the City of New York for twenty years before he reached the notice of the general public.

Our medical graduate, the best in the class, spends three or four years in a hospital before he enters private practice. Do we expect that recent medical graduate to develop into an Osler at twenty-five?

Yet our journalism graduates are expected by some of our critics to enter a newspaper office and at the beginning show proficiency which, barring genius, can come only with the years.

We have a street in New York known as the Bowery. Hoyt, the playwright, spread its fame over the country when he wrote the song:

The Bowery, The Bowery;
They say such things,
They do such things,
On the Bowery.
I sold you the box,
Not the socks, said he.
The Bowery, The Bowery,
I never'll go there any more.

One of the famous men of the Bowery was Timothy "Dry Dollar" Sullivan. When he was in straits, when he desired to soften the irate men who was pressing him too hard, he would say: "Oh, have a heart! Have a heart!"

And so we might say to some of our over-exacting friends, those who have fixed their ideals a little too high, "Have a heart! These are young men, just as you were forty years ago. Have a heart. Give them a hand."

These young men and young women are going into this beloved profession of ours with all the ardor of youth—the same ardor which we had in the years gone by. Don't expect of them the impossible. They are honest. They

are ambitious. Not all of them are geniuses. How many Arthur Brisbanes are there on newspaper staffs in the country? They will do their best, and angels from on high could do no more.

I appear before you today in two capacities—one as a teacher of journalism, to which work I have devoted ten years; the other as a newspaper man, to which work I gave thirty-one years. Whether I am qualified as a witness in either calling I leave to the court to decide. I believe that I am addressing a mixed assemblage—journalists, teachers, and students. To you I put the question —What makes the journalist?

Too many of us have the idea that some sort of mechanical proficiency is our goal. Too many of us have the idea that when we speak of technical training in the schools, training in the technique of journalism, we mean training along certain set lines—how to write the stencil style of introduction to a fire, accident, or murder; that we mean the ability to count the units in a headline or balance a paragraph, or write an editorial in the way advocated by our textbooks and, many years before there were such things as textbooks in journalism, advocated by the old college rhetoric.

You never can make a reporter by rule.

You never can make an editor by rule.

The technique of journalism is the technique of the spirit, of the soul of the newspaper man—a spirit which is unfettered, a spirit which is undaunted, a spirit which is unquenchable, a spirit which surmounts discouragement, a spirit which lives in the news, interprets the news, gathers the news, and finds its reward not in dollars but in the lasting satisfaction which comes from a job well done. That is the technique of journalism. That is the thing, vague, indefinite, intangible, which we as teachers endeavor to bring out in our students.

No teacher can make a journalist. The journalist must make himself. No teacher can make two blades of grass grow where one grew before. No teacher can make a Horace Greeley. A good teacher, however, can help the young man or woman, by imparting this technique of

journalism, to develop his own qualities of heart and mind; can inspire him in the years when he welcomes counsel and advice; can tell him of the pitfalls of journalism; can guide him along the way which leads to success.

Technique is no narrow, mechanical thing. It cannot be blue-printed. The best efficiency expert would be baffled if called upon to draw a graph of it. It defies analysis and definition. Knowledge of journalistic technique is what distinguishes the capable journalist from the worker in any other line of activity. When he has perfected that knowledge through years of experience he may be described in academic language as a Master Journalist. There are few men who ever merited that yet unawarded degree. If I were a college president I should recommend for it, post-humously, Horace Greeley, Joseph Pulitzer, Charles A. Dana, Henry Watterson, Charles R. Miller, Edward P. Mitchell, and Joseph R. Medill. Each of them was a master of newspaper technique. But would anyone say that they were bound by rules or regulations? Certainly Charles A. Dana was not, for I can recall that we always knew when he wrote his own headline, for it never would fit.

Another of the criticisms of the graduate of the school of journalism is that he lacks broad background. My own opinion is that any man of fifty can make the same criticism of any youth of twenty, whether the youth is a journalism student or a carpenter's helper. Can you older men expect the youth to have your background? Again I say with Tim Sullivan: "Have a heart. Give him time." Right here I wish to declare emphatically that I believe thoroughly in cultural studies in our schools of journalism, but along with our cultural studies, if we are to fulfill our mission, we must have training in the higher technique or we fail. I can see little use for any school of journalism which endeavors to train its boys from the cultural side only. We had good arts colleges before we had schools of journalism. Our mission is not to imitate Yale, Harvard, or Amherst. They have their

field; we have ours, and once we make our brethren in the arts colleges understand that our technique is not the technique of setting type or the technique of a plumber, many of our difficulties will be overcome.

It follows plainly enough from what I have said that study of newspaper technique as exemplified here at Missouri and at Columbia has no narrow aim. We desire no machinists or mechanics in the editorial room. We do want men trained in the methods of gathering news, men trained to grasp news when it appears, men trained as to news sources. We do want men trained in the technique of writing headlines, which does not mean men trained only to count letters and spaces, but men able to see the significance of an article, extract its essence, and present that essence to the reader in a clear and informative way. This ability to understand the article, to interpret it—this is the technique of copy editing. While we are endeavoring to teach this sort of copy editing it follows that the student learns the petty mechanical elements which enter into the work.

There is a mechanical side to every profession. If your medical student were not instructed in the technique of the saw and knife he would be somewhat hampered when serving as a surgeon on the battlefield. If in his cub days he were not taught how to tie a bandage or apply a splint he would be laughed at by the laity. If your young lawyer does not know how to draw an affidavit or write a deed, some persons would declare that he was a poor sort of lawyer. Your young physician, in addition, has theory; he knows who Hippocrates was, and your lawyer has heard of Blackstone. Above all, however, both must know the technique of their professions which, like journalism, are matters of the spirit as well as of the flesh.

Mere mechanical proficiency is not our goal in schools of journalism. With editors in many parts of the country who sneer at the work of some graduates who enter their offices, I am in sympathy. The efforts of misguided mentors who themselves do not understand the mind of

the true journalist must be in vain. Highfalutin methods of teaching are utterly futile. A course in a school of journalism with which I am familiar has been described as a "technical course". Most persons from that description imagine that the work has something to do with machinery. True, we have some machinery, but I ask you, does the Associated Press printer or the United Press printer make our newspaper? Some persons believe that the senior instructor of the course is like the foreman of the print shop or composing room. Estimable as our friend the foreman is, he would be the last to say that he is a journalist. No—journalism is a matter of the spirit. The technique is a matter of the spirit.

Someone recently asserted that journalism was not a profession. We may agree about that, but this individual went on to say that journalism is more than a profession—that it is an art. In that opinion I agree. Mechanical proficiency is the least important of the attributes of the journalist. When Paderewski enthralls with his rendition of a Beethoven sonata, do we compliment him for his manual dexterity, marvelous as it is? Does the fact that his fingers are mobile, that his hands fly over the keyboard of the piano in marvelous fashion, interest us? If we know something of music, if we have any conception of the thought Beethoven was expressing, we give no heed to the mechanical manipulation of the keys. We are enthralled by the artist's interpretation of the soul of Beethoven's music. And so it is in journalism. Results, not methods, are what count. Journalism is not a profession for mechanics. The technique of journalism is not to be compared to the technique of the printing shop, for journalism has a soul, and your true journalist in his every-day work is expressing that soul. Consider the work which is done in a class in newspaper technique. Students are taking the news as it comes and by thought are reaching certain conclusions. They are discriminating; sifting the good from the bad; forming mental concepts of the news from the standpoint of its appeal and importance; discarding the wholly trivial;

fixing standards for themselves; forming judgment of what is of good repute and what is bad. Is this a mechanical operation? Is this not something more than placing commas and semicolons? When one decides that an article deserves a two-column headline, is that a mechanical operation? They are learning the technique of journalism—a mental, not a manual operation.

To be a good technical journalist, if we must employ that term "technical, one must see behind the news, must grasp its full significance, must understand humanity; must see the correlation of news and life—and then put it in the papers. Ralph Pulitzer once described journalism as "life in ink". It is life in ink, and it is the true journalist interpreting the spirit of mankind, who makes it life in ink.

To sum up then, I believe that we must be sincere and practical. Some years ago Robert Burns Peattie, at one time city editor of the Chicago Tribune, visited a class which I was endeavoring to conduct. In a bit of whimsical verse he described the typical newspaper man. This is the man we are aiming to educate. Here is what Peattie wrote:

THE NEWSPAPERMAN

If you want a receipt for that popular mystery
Known to the world as a newspaper man,
Take all the wonderful persons in history
Jumble them up the best way you can:
The talent of Dickens portraying humanity,
Punch of a Dempsey in landing a blow,
The wit of Mark Twain without his profanity,
Gift of Belasco in staging a show,
The boldness of Shaw in exposing all quackery,
The push of a Pershing pursuing a foe,
The knowledge of Johnson, the satire of Thackeray,
Restraint of a Howells, the wierdness of Poe,
The force of McCauley without his verbosity,
The craft of a Caesar in conquering Gaul,
The detail of Zola without his atrocity,
Firmness of faith like another St. Paul;
An Osler, a Mayo, a Flexner in medicine,
Grace of Pavlowa conducting a dance,
In physics an Einstein, or even an Edison,
The sardonic humor of Anatole France;
Much of tenacity, none of mendacity,
But honesty, courage, and great perspicacity.

Take of each element all that's reducible,
Mix them and stir them the best that you can.
Watch the result when you empty the crucible;
The residuum is a newspaper man.

My theme has been that rules and regulations do not make the journalist. The young man enters the profession under a mental urge. He may not know where he is going, but he is on his way. No father ever drove a son into newspaper work. Many a father has tried in vain to keep his son out. The son goes in with the spirit of the journalist. It is for us as teachers of journalism to nourish that spirit. The young men and women of this school and the young men and women of the other great schools of this country, trained in true technique, mindful of the glorious traditions of journalism, are to be the leaders of journalism in the next generation.

The Beginnings of the School

By J. C Jones, President-Emeritus of the University of Missouri

My personal interest in the School of Journalism, increased by an interest in and admiration of Dean Williams' achievement, has brought to here at this time. His kindness in asking me to talk was due to the fact that in the beginning I was associated with the school.

I should like to paraphrase the passage in the Bible to read, "Faith can remove mountains."

The beginning of the school was small and practically unnoticed. In 1905, to my mind, is the time when this school began. In that year, Walter Williams and I, during the absence of President Jesse in Europe—and when I was acting as president—arranged a series of lectures and invited eminent journalists to speak. Of that series I recall two addresses, one because of the personality of the speaker, Captain Henry King of the St. Louis Globe-Democrat, and the other because of an amusing circumstance that occurred. Most of the addresses were given in the morning during the daily assembly, but unfortunately the lecture by Dean Shailer Mathews of the University of Chicago had to be put at four P. M., which

isn't a good time to get seniors and juniors to listen to an address on early journalism. Perhaps freshmen and sophomores might attend, but they too would be tired that late in the day. We devised this scheme of getting an audience: We entered into a compact to have the University cadets line up for drill and march into the hall to compose the audience. It was a magnificent success. I believe I inherited the habit of President Jesse of always starting lectures and meetings on time, and Mathews had gotten well under way when the army made its attack. They tramped in with much confusion. Dean Mathews stopped talking, and resuming the lecture in good humor he said: "As I was saying before my audience arrived—" and then he went on with the lecture.

But I have got far away from my text, which is "Faith can remove mountains." Perhaps you think, those of you who belong to the School of Journalism and to the profession of journalism, perhaps you think there were no mountains to be removed by the man who is responsible for the organization of this school, but let me cite some.

First, there was the prejudice of the student body. They had no faith in this new idea of teaching journalism in the University. There were already more courses established than they could take or enjoy.

Second, there was the suspicion of the faculty. Faculties are always suspicious of new schools. In the first place, the students were not so numerous as not to make the matter of enrollment one of vital concern, and the funds available were not so great as not to make them a concern. The press of the state was in doubt as to the advisability of the School. They finally passed a resolution asking the Board of Curators to establish it, but with some reluctance.

The dean has, one by one, removed these mountains, by his faith. By his faith, practically alone, he removed them so completely that none remain today.

To appreciate the work that has been done we must keep this in mind: There was no model, there was no precedent to follow, there was no course in journalism

along which he could mold his own. If he had been establishing a college, starting a new law school, it would have been a simple matter to go to the catalogs and clip what he wanted, for by this time he must have been good at clipping; but there was no such refuge. He had to make his own courses, his own curriculum. He had to work it all out from the beginning. After removing by degrees the prejudices he found, after devising courses which have become the models for other schools of journalism, after twenty years we are met to celebrate this achievement.

I came over one thousand seven hundred miles to be here this morning to participate in this celebration.

I want to say in conclusion that it was the vision of Dean Williams that made this achievement possible. It was his faith that surmounted the mountains in the way. It is his faith that has permeated this school that has sent out students to all parts of the world as representatives—young men and young women who are able to establish there the high ideals which they found here.

The Press and the State

By Sam A. Baker, Governor of Missouri

> But mightiest of mighty means,
> On which the arm of progress leans,
> Man's noblest mission to advance,
> His woes assuage, his weal enhance,
> His rights enforce, his wrongs redress—
> Mightiest of mighty is the press.

These are the words of Doctor Bowring, and he has well expressed my estimation of the great power that can be wielded by the press of the state and the nation. In fact, the press can shape public opinion on any question to which it may give its attention. It can make an individual or it can break him. If it wishes to be unfair, it has weapons that no individual, no institution or organization can successfully combat.

Very few public officials resent a constructive criticism from the press, but they have a right to object to unfair treatment. However, the newspaper whose influence is

worth while will not be unfair in its dealings with the state and the public; so this statement would imply that the other type of publications—that is, the type that prefer to be unfair—is not worth considering. Fortunately, there are very few such publications in existence today.

Newspapers in towns of from one to four thousand inhabitants give to that particular community from two to four thousand dollars annually in free advertising; yet some folk condemn the newspaper severely, either because they dislike the editor or publisher, or because they have never done anything to merit commendation from the people. Such people say that the newspaper man does not tell the truth. Perhaps he does not when he writes up the story of the death of some individual who for the good of the community should have kicked off fifteen or twenty years before; or when he writes of the marriage of two prominent persons when neither of the contracting parties have any real, valid excuse for living. But if the average newspaper man should tell the whole truth and nothing else but the truth, so help him God, the riot that would break out in that particular community would make the recent World War look like a Sunday school picnic.

No, the newspaper man does not always tell the truth in his columns, but fortunately there are some types of lying that we must all stand for and like.

The press and the state may truly be said to be more intimately and constantly associated than any other two activities. Where can you find the page of a newspaper anywhere at any time that does not have to do directly or indirectly with some fact or phase of government? The International Dictionary gives thirty-one groups of definitions for the word "press", but for present purposes, we may consider all these definitions as synonymous with journalism. The same authority offers seventeen definitions of the word "state," but for the time being we may interpret all those definitions as meaning government—whether local, state, or national.

The press of the United States has been and is, one of the wonders of the world in its more intimate relation to the government, exerting a stronger influence on the people than in any other country in the world. The press of America has been noted for its patriotism during periods of crisis in the history of our nation, and the same is true with the press of the state in all times of public peril.

The Bible, the book of all books, recognized the press—at least in one chapter it uses the word news practically in the modern sense. In the twenty-fifth verse of the twenty-fifth chapter of Proverbs we find these words: "As cold water to the thirsty soul, so is good news from a far country." Thus, interpreting the Scriptures very liberally, one may say that the Bible prophesies the coming of the newspaper; these words evidently having been written no less than a thousand years before Christ. Newspaper men and women here are, or should be, first-class Bible authorities, because any good news story can frequently be made more interesting by references to some of the happenings of Bible days. There is another good reason, ladies and gentlemen, why news writers should be good Bible students—the same reason of course that applies to all—because the Book of Books is the first and last standard of human thought and conduct.

When a newspaper aligned with the wrong side of government exercises the power of the press unfairly, it may sometimes seem that the reporter or the editor has never had any intimate acquaintance with the ten commandments and the golden rule. Luckily, as I have stated before, there are few publications of this kind in existence today and few reporters of the type just described.

Getting back to news and its relation to the state (and using "state" in its broadest meaning), an old German proverb says that, "Bad news always comes too soon". The French express it as, "Bad news has wings" and an old Spanish expression erroneously says that, "Bad news is always true". Perhaps most of us can agree with the Italian declaration that, "Bad news is the first to

come". It is a common saying in this country that we must always go away from home to hear the news. Also, we hear that "Good news is rumored while bad news flies". An old German writer had it right when he said, "He comes too early who brings bad news," but in many different languages the declaration is made that, "He knocks boldly who brings good news". That celebrated English publication called "Punch" used what was called at one time, a perfect motto for a real newspaper, "Speak, and speak out, and sow wisdom all about".

The power of the press in relation to the state has never been expressed in any more powerful sentence than that of Emperor Napoleon Bonaparte, "Four hostile newspapers are more to be feared than a thousand bayonets." Since bayonets are rather out of date, we might substitute for bayonets in our expression of today, "machine guns and airplanes." Newspapers are builders of commonwealths, carrying the message of weal or woe to the uttermost parts of the nation, and if the newspapers are loyal to their state, they are of priceless value. The spirit of the press rapidly becomes the spirit of the state. Newspapers, as I have suggested before, render a rich and in fact a priceless service to the state and the nation, far in excess of the rewards received by the publishers.

As evidence of the power of the press in its relation to the state, we find that Missouri has by leaps and bounds made a name for herself among the other states of the union within the last decade, due to the fact that our daily and weekly press has carried abroad the story of Missouri's good roads; her natural resources; the scenery that rivals that of any other section in the United States and in some respects rivals that found in any nation of the world. In fact, the press of today is carrying a message that Missouri is the land of opportunity and the people of Missouri are seeing the results in a better and greater commonwealth. Rural and urban life has become better because the press has fostered the activities of our government. They are striving for the betterment of this type of life. News and comments on

local, county, state, and national government constitutes the largest linage of the columns of journalists because such is the practical policy of newspaper people of today with an eye on tomorrow.

An unknown writer has expressed the relation of the press to the state in a most practical way when he said, "The press is the sheet anchor of our liberties". To the actual extent that journalism is guided by unselfish devotion to the good of our state, the press of our land is the co-worker and equal partner with our educational institutions in upbuilding practical ideas for good citizenship and good government. You men and women engaged in journalism are educators in the fullest measure. You are builders of character and holders of public opinion and leaders of civilization.

I take it that all who have contributed in any way to the success of these meetings this week, are alive to their responsibility as journalists. Those who are alive to such responsibility may be counted on at all times to war upon sham and hypocrisy, double dealing or double-crossing, and all things that are done merely for show. As we think of the great men of history and those whose influence will never die, we recall that they were men who stood for truth, or what they believed to be the truth, regardless of the gibes of those who look upon truth lightly. To understand and serve the people of your community and of your state, men and women, and to lead them to realize the true aim of all educational efforts, which is social efficiency; and point the way to a lasting and permanent civilization, you must stand for the right and for the truth. In so doing, you in the end stand with a vast and glorious majority.

Concluding, I would like to add to the Journalist's Creed the words of Joseph Story:

> Here shall the press, the people's rights maintain,
> Unawed by influence and unbribed by gain;
> Here patriot truth her glorious precepts draw,
> Pledged to religion, liberty and law.

The Press of the Orient

By Teijiro Tamura, Consul of Japan at Chicago

Ambassador Matsudaira being unable to be present here today, I am instructed by him to convey to you Japan's cordial greetings and sincere congratulations on this happy and memorable occasion and to assure you of her appreciation of the important contributions your School of Journalism, through its graduates, has made toward promoting better understanding between the United States and Japan. We have had many of your alumni in Japan, either as foreign correspondents or as staff members of American newspapers published in Japan, such as the Japan Advertiser, whose staff has been almost exclusively recruited from your school. The same thing is true of China. Apart from their own profession as newspaper men, they have performed one great service in bringing East closer to the West as interpreters and critics of the thought, ideals, customs, and events they witnessed there.

An American newspaper man may report an incident and leave its judgment to the public. When he is a foreign correspondent, he goes farther. He collects the news, edits, interprets it to the public at home with his own judgment. Every cablegram he sends home contains elements of news and comment and is liable for either correct or false representations of an event to the public at home, who in most instances accept it at face value, simply because they usually have no knowledge of judging its merits or demerits. This is more the case when he has to serve in such countries as Japan and China, whose languages as a general rule he does not understand and whose customs, including the way of thinking, are in many instances different from those prevailing at home. He must have a clear vision of what he sees and a sound judgment of what he thinks.

I wish also to call your attention to the fact that a revolutionary change has taken place in the forces which

regulate international relations. Until a quarter of a century ago it was either a king or a statesman who decided what should be the relations of one nation to another. More recently, until the World's War, such relations were confined only to the two countries concerned. However, within the last decade a new powerful moral force which regulates international relations has been discovered. It is what you may call international conscience and world's public opinion.

Today it is a general rule that the greater and stronger a nation, the less it can afford to ignore its international conscience and world's public opinion. And who is responsible in moulding such an international conscience and world's public opinion? It is the press and newspaper men, and more particularly foreign correspondents who report, interpret and comment on the events that are taking place abroad. You will fully realize what tremendous responsibilities these foreign correspondents bear on their shoulders, more especially when they are handicapped with the difficulties of foreign languages.

Today, diplomats find powerful rivals or partners in these foreign correspondents. While officially the diplomats represent their own governments to the foreign governments to which they are accredited, the foreign correspondents deal with the public at home to keep them correctly informed of the events in the foreign countries to which they are sent. Their functions are apparently reverse, but in reality are supplementary to each other.

As we are fast approaching the age of open and people's diplomacy, it is the newspaper correspondents abroad who are bound to have a far more important role than the august ambassadors and ministers plenipotentiary, not to mention a humble consul.

I want to call attention to the fact that the Orient is not a field for the adventure-seeking journalist. Serious, responsible, sincere newspaper men are needed. They must be not only of an unlimited broadmindedness, but they must also be able to digest real things that happen

in a country whose language they do not understand, whose customs are not of their understanding. Foreign correspondents, particularly from America, have a responsibility here. The work of your School in this direction is greatly appreciated by our people. The stone lantern standing by the side of this building represents the appreciation on the part of the Japanese for the contributions by this school in the way of interpreting the East to the West and bringing the two closer together.

The School of Journalism and the Newspaper

By Casper Yost, First President of the American Society of Newspaper Editors; Editor of the Editorial Page, St. Louis Globe-Democrat

At the recent meeting of the American Society of Newspaper Editors, an eminent scientist, Dr. Max Mason, president of the University of Chicago, who has since been appointed head of the division of natural sciences of the Rockefeller Foundation, made one of the most impressive statements as to the importance, the influence and the responsibility of the press as a factor of modern civilization that I have ever heard.

Most of his address was devoted to an outline of the progress of scientific knowledge since the days of Galileo, the successive discoveries which revealed the coherent unity of the universe, the processes which bring suns and planets, organic and inorganic life, into existence in response to uniform laws; the development in organic life of creatures with increasingly extensive, complicated and delicate nervous systems that give a constantly enlarging range to the activities and sensibilities of the organism and, therefore, a constantly broadening environment to exercise its formative influence in evolution.

All this was but introductory to the consideration of man as a product of such processes, their crowning product, and of the action and reaction, the play and interplay, of environmental circumstances upon man's development. And these character building, personality shaping, influences, increase in power and number with the broadening of the field of environment. The environment of early man was restricted to his immediate surroundings. With the development of means of transportation and communication the field has been gradually enlarged, until there is virtually no limit to it. We are more or less impressed and formed by remote as well as by near influences. What happens on the other side of the world may now importantly affect our thoughts, our minds, our character, our very lives. And the chief means of bringing these distant and varied forces to play upon our nature and our condition is the press. In short, the point of his address was that the press has become a great and potent instrument in the cosmic process of human evolution.

It is to me a startling and awe-inspiring thought. And if it is true, and I believe it is, what a splendid dignity it gives to the press, and what a tremendous responsibility upon its shoulders. To think that we are not merely gathering news and opinions, but are, in conformity with the laws of creation, and as an agency of such laws, contributing largely to the moulding of human life and influencing human progress for good or ill, not only in this day but perhaps in aeons to come, is to feel at once a thrill of pride and a sense of fear. What a mighty, what a mystical, power we have in our hands, if this is true! And what an obligation it confers to use it wisely, for the good of man. Man, as Dr. Mason said, has just begun to live, just begun to understand his own being, just begun to realize the nature of the forces that shape his destinies, and the future that lives before him is big with infinite possibilities. No doubt about it, that which is before humanity is immeasurably greater than that which

lies behind. And in that future the press must play a great and increasingly great part.

But what has this to do with schools of journalism? Just this, that the future of journalism lies very largely in their keeping. It depends in no small degree upon them whether the coming journalism serves the process of evolution well or ill. In the years ahead these schools will be turning out more and more men and women to do the work of the press and to take upon their shoulders the responsibilities of journalism. There is to come a time, not very far away, I am sure, when the door to the field of journalism will be reached, and as a rule reachable, only through the schools of journalism that provide a full professional course. I have no doubt, that is to say, that journalism ere long will require the same scholastic preparation as an essential to admission to its ranks as is now required by the other and longer established professions.

It has been but a few years, as time runs, that a youth who wanted to become a lawyer entered the office of some practicing attorney and "read law", as the saying was, for a year or two and was then allowed to pass a more or less perfunctory examination for admission to the bar. So too with study of medicine in the majority of cases in this country. While there have been schools of law and schools of medicine for many years it was not until a comparatively recent period that the requirement of a prescribed course in a professional school began to be applied generally to these oldest of professions. Journalism is a much younger profession. Doctors and lawyers have existed for thousands of years, but newspapers and newspaper men and women are relatively new things in the world, and journalism is now only beginning to realize that it is a profession and not a mere vocation. But that dawning realization impels it to follow the same path that has been trod by its elders, and it is finding it increasingly desirable to insist upon adequate preparation for the work its practice involves.

The fact is being impressed upon the administrative forces of journalism that the former sources of its recruits are drying up and that it must look more and more to the schools of journalism to fill its ranks. Moreover, they are being impressed with the fact that the schools are beginning to supply material of better quality on the whole, and that they are being relieved of the task of the training of beginners.

When the American Society of Newspaper Editors was organized six years ago, it took up among its first subjects of study the problem of the schools of journalism. This in itself was a formal recognition of the important place they are beginning to take in the thought of practicing newspaper men. But the purpose of the society was to exercise its influence in promoting the development of schools that would contribute more effectively to the practical needs of journalism, that would be conducted by experienced newspaper men, that would provide a full professional course for the students with a rather high requirement of general education as a basis of admission, that would endeavor to weed out the manifestly unfit, and that would inculcate good standards of work and of conduct. It is the school of such character as this that the society would encourage, and the society, I think, fairly well represents the attitude of newspaper editors and publishers throughout the country who have given thought to the subject. That this recognition by the profession of the importance and the potential value of the school of journalism, and the disposition to cooperate for its further development, has come within so short a time since the first of such schools was established is surprising, and it is to be credited mainly to the character and conduct of the better class of these institutions, conspicuously exemplified by this, the mother of them all.

It has been but twenty years since the first school of journalism in the world was created here in Missouri, and for the reasons I have indicated it was an event of

very large importance in the history of journalism and in the affairs of mankind which we are celebrating today. It was a daring innovation, and it seemed to the editors of that time a rash experiment that would certainly end in failure. But a little group of Missouri newspaper men, chief among whom were E. W. Stephens and Walter Williams, had dreamed a dream and had seen a vision, and were not to be deterred by skeptics or prophets of disaster from endeavoring persistently to turn this vision into a concrete reality. Because of them, this idea and this determination, education for journalism had its birth on this spot. Walter Williams, who from the beginning has been its head and director, has lived not only to see the outstanding success of his own great experiment, but to see other schools of journalism established in many places, to see such schools recognized as first-rank instruments of professional education, and to be himself honored throughout the world. It is a remarkable accomplishment in twenty years.

Within another twenty years it is probable that the newspaper executives of America, and eventually of all civilized countries, will find it highly desirable, if not necessary, to insist upon a course in a school of journalism as a prerequisite to employment in the editorial department of journalism and in some of the business departments as well. At any rate, there is no doubt that the newspaper men of the future, and particularly the leaders of journalism, will to a very large extent be graduates of schools of journalism; and if it be true, as Dr. Mason tells us, that the press has become a powerful instrument in the processes of human evolution, then the school of journalism, in supplying the educational foundation of the press, will be contributing importantly to that process and will have to recognize and to assume the obligations of such a conception of its functions.

Twenty Years of Newspaper Progress From the Standpoint of a British Observer

By Percy S. Bullen, American Correspondent of the London Daily Telegraph

It is a great pleasure, as well as a privilege, which I appreciate most highly, that I am permitted to take part in the celebration of the twentieth anniversary of the foundation of the School of Journalism of the University of Missouri, a school whose work is well known and valued by all who have studied its curriculum and its methods, and whose graduates are finding their way into the offices of newspapers throughout the country.

To this pleasure—to this privilege and dignity—of being associated in a small way with your twentieth anniversary, I am able to add a special satisfaction of a personal nature because this year, almost this very month, I am celebrating an anniversary of my own—the twenty-fifth year of my residence in the United States as the correspondent and representative of The Daily Telegraph of London—a paper which I may say in passing holds just about the same relationship toward the press in general of England as the New York Times holds today toward the press of America.

These two anniversaries suggest to me my program for tonight; namely, to attempt some review of the last two decades from my standpoint as an English newspaper man and observer, and to conclude by asking you the question whether the time has not arrived when journalism as a profession should receive greater recognition and its status as a profession be considerably improved.

Twenty years is short indeed in the life of the world—a mere drop in the ocean of time—but there is the authority of those for whose judgment we have the greatest respect for the statement that the last twenty years have provided more vital and important chapters

in the story of our civilization than any similar period which has preceded it. In the first place there has been the shrinking of the world until distance has been annihilated by improved means of transport and communication, and secondly there has been the great war.

In my opinion, and I speak as one who belongs to a country that suffered the loss of nearly one million men in the great strife, the outlook is far from discouraging. After the night of war and desolation the dawn is appearing. Briefly put, we are confronted today with two great factors which hardly existed before the war—first, the invasion by women of public life and national responsibility, an invasion which is affecting a most important and significant change in political, industrial and social conditions, and secondly a distinct trend, a very hopeful and positive trend, on the part of almost every country in the world to outlaw war and substitute for arms the tribunals of peace. These two things—the enfranchisement of women and the gradual evolution which has taken place on the lines of international conciliation and world peace—are so extraordinary and so pregnant in my opinion with good for the future that one would like to dwell upon them, but time presses and I do but mention them as background for further developments with which you and I as newspaper people are particularly interested; a background which encourages the hope and belief that in proportion as the fear of war passes away and the cost of preparation for war in all countries rapidly diminishes there may be released for the purposes of peace—for religion, for education, for social betterment and generally for the world's advancement—great forces which hitherto have been less profitably employed; and in such, a new and better era the newspapers must necessarily play a conspicuous and vital part. Larger and better newspapers in the future will be the rule and not the exception, and for that reason it follows that the role of the School of Journalism in the training of the army of journalism becomes more and more

important because without good newspaper men and good newspaper women good newspapers are impossible.

In the last twenty years we have witnessed here and abroad the gradual passing of the newspaper from private proprietorship to chain ownership and direction. The reasons for this change as I see them are not so much because private ownership, all things considered, has in any way failed in the discharge of a great trust but because the economic conditions under which newspapers exist today are less favorable to private ownership than to collective ownership by syndicates and companies. The paper with which I have been connected during the last thirty years has within the last few months passed from the direction of Viscount Burnham into the hands of a chain ownership represented by Sir Norman and Sir Lomer Berry. Nevertheless, all the old staff have been retained, additions to the staff have been made, expenditure on news gathering and production has been greatly increased, with the result that The Daily Telegraph of London today never stood higher in the public esteem and so far as I know no other paper has been hurt by the transition. On the other hand the process has benefited the public because competition is the life-blood of business and the keynote of success.

In order to illustrate the amazing advance made in the business of journalism, one need only recall that one hundred years ago the average circulation of the most widely distributed New York papers was one thousand seven hundred copies daily. Today The Daily News, a tabloid journal of New York, claims one million readers daily and there is one newspaper in England, "The News of the World", with a guaranteed circulation of three millions.

With the rise of Adolph S. Ochs, who in September of 1896 borrowed seventy-five thousand dollars and bought The New York Times, the present era in American journalism begins to take recognizable form. The Times publisher was in the newspaper business for the sake

of the newspaper business, not for any possible political or social rewards. His course is that of most metropolitan editors and publishers of today. The New York Times now holds a position in the United States comparable to that of The Times of London, whose reputation as a world newspaper was established many years before the New York Times saw the light of day.

The collection and distribution of news by cable and telegraph by the Associated Press and the United Press has in the last twenty years made remarkable progress, and today the entire world is covered by a network of agencies and correspondents whose operations are facilitated by cable, telegraph, and radio reaching to the limits of the earth. The establishment of newspaper syndicates has made available at relatively small cost the best obtainable feature material of all kinds. Airplanes rush from the scene of action to the field office with news and pictures; photographs of news events are sent today by wires and cables regardless of distance.

National advertising in the last decade has enormously increased and greatly benefited the newspaper industry. Progress in market research during the past fifteen years has led advertising and advertising agencies to the inevitable conclusion that the daily newspaper is a national market place. It may be said that the discovery of newspaper advertising by business in general is the great commercial achievement of the present age. The volume of advertising in magazines and newspapers doubled between 1914 and 1919 and continues to increase. In protest against the old-style papers with their immense bulk the tabloid press has been established, but the results are not yet sufficiently conclusive to warrant a prediction regarding the future of this class of journalism.

The tabloid press is responsible for the apotheosis of crime—the demand for bigger and better murders. A big crime nowadays, such as the Hall-Mills case or that of Ruth Snyder, receives far more attention than a fight for the heavyweight boxing championship or the corona-

tion of a British king. The installation of a portable switchboard into which two hundred wires can be jacked open in direct and instantaneous communication with newspaper offices in every section of the country is the first important move in the reporting of a national murder trial. It is followed by the remodeling of the courtroom to permit the introduction of press tables, provision for stenographers, the setting up of flashlight equipment on either side of the judge's bench, the allocation of seats for reporters, the installation of leased wires in the basement, the enlistment of a motorcycle corps to carry news photographs to the nearest rapid transit station, reservation of hotel rooms for special correspondents sent to the scene from other cities, and, if the trial is held in a small town, the setting up of faro games, patent medicine stands, and oriental tent shows for a large army of visitors.

At the Hall-Mills trial, fifty reporters from New York newspapers and press associations were present at the grand jury proceedings; two hundred went to the trial itself. The Daily News of New York had sixteen correspondents on the scene; The Mirror had thirteen; fifty photographers were on duty at all hours and until the closing days of the trial ten were stationed in the courtroom (the eleventh fell through the skylight on the day the defense called Mrs. Hall); relays of stenographers and typists rushed the testimony to the telegraph wires as fast as it came from the lips of witnesses; twenty-three operators manned the portable electric switchboard in the basement; sixty leased wires carried bulletins to the country. To make space editors ignored the proceedings of Congress and many expensive cablegrams from abroad were placed in the wastepaper basket—and the Hall-Mills case is what The Daily News of New York called "a nice clean crime".

At the Snyder-Gray trial four rows of ten tables with three seats to a table were installed for the reporters; one hundred and twenty news men and special writers

filled them; two Western Union overseers policed the traffic of messenger boys rushing copy to the press room; thirteen telegraph operators fed a battery of twenty-one leased wires. Newspapers in Buffalo, Pittsburgh, Birmingham, Syracuse, Louisville, Cincinnati, Chicago, Atlanta, and points west sent special correspondents to supplement the press association stories; a microphone on the witness stand poured testimony through a battery of loudspeakers; and the Rev. Aimee Semple McPherson of Los Angeles, covering the trial for the New York Evening Graphic, called on God to teach young men to say, "I want a wife like mother, not a red hot cutie." At the end of twenty-four days twelve million words of the Hall-Mills trial had been telegraphed from Somerville, New Jersey, breaking all records in the history of journalism; words enough if put into book form to make a shelf of novels twenty-two feet long. Well might Charles Merz in his "Great American Bandwagon" declare "this is our Roman circus."

One of the greatest and most significant developments in the last twenty years has been the increased space given by the American press to foreign news. No longer can it be said that the American journal in its news columns and its editorial surveys is parochial or even provincial. American papers now lead the world in regard to the amount of space devoted to the world's news and in the amount of money devoted to the collection of such news. The Times of London, which was once supreme in regard to world news, is now eclipsed by The Times of New York. This change denotes very clearly that many Americans today are for the first time thinking not merely in national but in international terms and demand all the information which newspaper enterprise intelligently directed can supply. So far as the presentation of news is concerned and the network of communication which the exchange of news involves, the world during the last twenty years has made tremendous strides. The world today, not only in the economic sense but in

the journalistic sense, is no longer a series of watertight compartments but a journalistic unit. May God hasten the day when the world will be not only an economic and journalistic unit but an intellectual and spiritual unit as well.

To sum up; the American newspaper press which fifty years ago lagged rather painfully in the rear now shares with England in the world's leadership; and in the matter of newspaper advertising, upon which the newspaper of today so largely depends, America, by a very wide margin, leads the field. This fact is due not only to the war, which accelerated the pace, but to the splendid, indomitable spirit of enterprise which prevails in the United States, coupled with the intelligence of the people and great financial resources.

As to the sources of news, the American press remains today, as for many years, in closer and more personal touch through its representatives with government departments and government sources of information than any other press in the world. In this respect I am glad to say that the English newspapers, while they are not served quite so efficiently as the American newspapers, have also made considerable progress. The closer contact between the English press and Downing Street and the British Foreign Office have been due in part to the war and also to the presence of a numerous and able corps of American correspondents in London who have joined with their British colleagues in the demand for closer relations with government departments and increased facilities in the way of news connections.

How great was this need for improvement only those who are practically acquainted with Downing Street and the British Foreign Office before the war can really understand.

So far I have dealt chiefly with the development of the American newspaper press in the last two decades—a veritable triumphal march which still continues! What about newspaper men themselves—the well-educated,

hard working craftsmen without whose service and loyal co-operation nothing would be possible? In a word, what about ourselves?

In one very important respect the cash value and the professional range of the newspaper craft during the last decade have been greatly increased. A new class of publicity man has replaced the old publicity agent, and he is called "the public relations counsel." There is as much difference between the old press agent who trespassed upon the credulity of editors and gullibility of readers, and the public relations counsel, as between chalk and cheese. The one was base metal by comparison, and the other is refined gold. Almost every important interest today, certainly every big business and corporation, has its public relations counsel with a well-equipped bureau for its operations.

It has been estimated that at least one-half of the newspaper profession is now engaged in promoting or repressing publicity as a public relations counsel. He doesn't send bald little paragraphs to the press, but in many cases you hear his voice and discern his art through the medium of the vice-president of some concern or the director of company. Publicity being the breath of life to big business, it follows that competent press counsel are very well paid. A great many of the best men in the big cities have left their old jobs with newspapers and now receive much higher remuneration as the publicity representatives of important industrial corporations.

The appointment of public relations counsel has come to stay, and because newspaper experience and training are essential to the practitioner it follows that the newspaper man has better prospects today than before because the sphere of his usefulness was extended and he is paid proportionately.

In addresses last evening, Mr. Oswald Garrison Villard of New York and Mr. Stuart H. Perry of Adrian, Mich., described the evils, the iniquities, and even the

horrors of the daily press in connection with the apotheosis of crime, more particularly in relation to sensational divorce and murder reports. But neither gave the remedy, except to suggest it must come from (1) the bench or the legislature, (2) the publishers, or (3) the readers themselves.

My opinion is that it will not come from any of these sources because the bench and the legislature are largely political, the publishers are beneficiaries of the present practices, and many of the readers are as dope fiends who continually cry, "Give us more and better murders."

From whom then shall the reform come? It must come from within the newspapers themselves—those who control and work in the great army of journalists.

I suggest the establishment in America of an Institute of Journalists similar to that which was founded in Great Britain forty years ago and incorporated by royal charter in 1890.

The object of the Institute of Journalists, in whose ranks may be found the youngest English reporters and the most responsible editors, is to provide a corporate body for the profession of journalism. What the Bar Association does for the lawyer or the American Medical Association for the doctor, or the Church Society for the clergyman—the Institute of Journalists aims to accomplish for the maintenance of the status, rights and privileges of the working newspaper man and women. All journalists, and only journalists, are eligible for membership and for office. Proprietors are not barred from admission but they do not by presence, voice, or vote, intervene in deliberations or arrangements connected with paying conditions.

The organization and meetings of the Economic Section (comprising all members of the institute except proprietors, directors, managers, and managing editors) afford opportunity for ventilating complaints and discussing hours, salaries, and holidays without restraint, and the effective advocacy of decisions so arrived at by

collective representation, either locally or by the central body.

For years alone the institute rendered yeoman service in preparing the ground for, and in actually obtaining, substantial increases of salaries. It was uphill work in the bad conditions then prevailing, hindered as it was by the apathy of those chiefly concerned. Improvement was slow and partial until these efforts had begun to take effect.

Nevertheless the institute even in those days persistently accomplished useful pioneer work in raising low rates of pay in individual offices all over the country; it was successful in obtaining war bonuses; was the first to allocate a minimum wage in journalism; and then, by its graded scale—increased more than once as circumstances warranted—prevented its minima from becoming standard rates.

Moreover the institute was largely instrumental in inducing the proprietors' association to accept the principle of collective bargaining, as soon as those associations were organized on a basis that enabled them to take up that work.

In return for dues averaging little over one quarter per week, the newspaper man or woman in England can become a member of this great institute, providing a corporate means not only for the advancement of the profession of journalism but also for unemployment benefit; the safeguard of an orphan fund or the necessitous dependents of a member who may die; valuable concessions in regard to legal and professional advice; life, age, and incapacity insurance; and a monthly bulletin giving information relating to the profession not usually supplied through the regular channels.

Then again, the institute also provides an efficient organization for filling appointments at home and abroad. Advice is given regarding prospective employers—a very important matter when a man is going abroad often unacquainted with the conditions of life and the value of

money in a foreign country. The institute has succeeded, not in establishing rates of salary for everyone, because they must depend upon conditions of ability, experience, and locality, but it has established a minimum rate of salary based upon three classes of newspaper men according to their class. The first class includes editorial writers and chiefs of staffs; the second, deputy and branch office chiefs and members of staffs of ten years' practice; and the third class, the remainder of the literary and art staffs of not less than three year's practice.

The English papers, for the purpose of establishing minimum salaries, are graded into five divisions, and while no attempt is made to establish a maximum rate, the minimum salary for each division is officially fixed. I may say from personal knowledge that the institute is prompt and vigorous in vindicating the rights of members by advice, mediation, arbitration, legal proceedings, and otherwise. By action of the courts and in Parliament, the institute safeguards professional practice in such matters as copyright, notices, and agreements generally. Only a small proportion of the cases dealt with ever actually come into court. But the fact that repeatedly actions have been fought out in the high court against big newspapers and stand on records in the law books disposes completely of the nonsense sometimes talked about the institute being "subservient to proprietors".

It is my conviction that the greatest service I can render to the cause of journalism on the occasion of the twentieth anniversary of your eminent school is to suggest to all my colleagues and fellow-workers in journalism that they establish in the United States an institute similar in its ideas and immediate objects to the British Institute of Journalists whose work I have briefly outlined, an institute which might benefit very probably by the lessons we in England have learned and which in the details of its organization could no doubt be revised and adopted according to the special requirements in the United States.

Congratulatory Messages

The Twentieth Anniversary of the School of Journalism brought many messages of congratulation. Some of them, quoted in full or in part, follow:

Roy Roberts, Washington correspondent, Kansas City Star:
"I desire to extend my heartiest congratulations to you and the School, and to express my appreciation of the splendid contribution you are making to better Journalism."

Stanley Resor, Thompson Advertising Company, New York City:
"Heartiest congratulations and best wishes for a long and happy future."

Herbert S. Houston, President, Cosmos Newspaper Syndicate, New York City:
"Heartiest congratulations on the School of Journalism's having completed its twenty successful and constructive years. You have done a great work, and my hat is off and up in recognition of all that you have done."

Grove Patterson, Editor, Toledo Blade:
"I am simply one of the great army of folks who are deeply interested in your work and most appreciative of the extraordinary success which you have attained. My best wishes go with you, in the hope that you will have many years of happy service to give to this great work."

Joseph S. Myers, Director, School of Journalism, Ohio State University, Columbus, Ohio:
"The best wishes of our School and of myself."

James O'Shaughnessy, Executive Secretary, American Association of Advertising Agencies, New York City:
"Everyone in advertising must appreciate the debt that all of us owe to you, who have created more for the broadening and strengthening of the foundation structure upon which advertising operates, than any other single individual. You have taught the colleges that Journalism is a vital subject, and that it is teachable. You have conveyed the Journalist to a finer appreciation of his responsibilities, and you have led him back to school and be organized study for better accomplishment in his work. Your influence has long since outgrown the confines of Missouri; it permeates Journalism throughout the forty-eight states. The newspapers are better because you had the ability to materialize your vision and through courage and diligence to project it into a great movement."

B. W. Fleisher, Publisher, The Japan Advertiser, Tokyo:
"On the occasion of the Twentieth Anniversary of the School of Journalism, I should like to point out the valuable contribution which the School and you have made to the cause of international journalism, and especially as it applies to the Far East, with which field I am conversant.
"The press of the United States is being served largely through graduates from your institution, all of whom are carrying through life the high ethics of journalism as inculcated by you, Mr. Frank

L. Martin and the others associated with you in this wonderful work. That this should be accomplished in so short a space of time as twenty years is noteworthy. It holds even greater potentiality for the future. You are developing the men who are going to be the coming authorities on Far Eastern affairs.

"I am also grateful to your School of Journalism for I have drawn on your institution liberally to supply the needs of The Japan Advertiser, and it is largely graduates from the Japan Advertiser staff who are holding the important positions in the Far East."

E. K. Johnston, Grand National President, Alpha Delta Sigma, Professional Advertising Fraternity:

"ALPHA DELTA SIGMA, national honorary professional advertising fraternity, extends to you through its national president, personal greetings and congratulations on the twentieth anniversary of the School of Journalism of the University of Missouri.

"In 1913 a group of students at Missouri who were professionally interested in advertising, organized and began the work now carried on in twenty chapters in carefully selected schools in the United States.

"As an honorary member your wise counsel and courage has given added impetus to our work and to the training in the ideals that make for that spirit in our members which invites honor and trust in our profession."

Rustom N. Vatchaghandy, Editor, Sanj Vartaman, Bombay, India:

"My regret is intense that I could not be present on the occasion of the celebration. I would have enjoyed it so much. However, if not in body I will be present in spirit with you all, and take this opportunity to wish this School every success and a long life that it so well deserves under your able guidance. Journalism is now a mighty power in the world and has much intrinsic quality of doing great good (or even evil) to humanity at large. But as long as its high priests are of the calibre and high quality of your kind, Journalism has no fear for the future."

Houston Harte, Robert Jackson, Robert W. Jacobs, Ethlyn Coleman, Dean Chenoweth, Millard Cope, Polly Thomson, San Angelo, Texas:

"Alumni on San Angelo Standard Times congratulate you upon the occasion of the twentieth anniversary of the founding of the School of Journalism. May you preside over the school for many more twenty year periods. Best wishes for the always successful journalism week."

Arthur L. Baerman, The Detroit Free Press, Detroit, Mich.:

"Twenty years old! The School of Journalism is becoming quite 'grown up.'

"While extending birthday greetings on this twentieth anniversary, let me convey, also, my hearty congratulations to the Father of the School of Journalism. This is one instance in which the parent may well be proud of, and justly accept credit for, his offspring's success.

"I join in the hope which, no doubt, is being expressed to you on this occasion by many other graduates and former students—that the School of Journalism will continue its steady progress, with its present dean occupying the editor-in-chief's chair for many years to come."

James Wright Brown, Editor, Editor and Publisher, New York City:

"May I not add to the chorus of praise that has been sounding in your ears this week the voices of my colleagues of the Editor and Publisher and of my own household.

"Your initiative; your enterprise; your vision; your idealism; your strength of character and constancy to purpose have been an inspiration to craftsmen throughout the world, and it is not surprising that the leaders of the press in America have gathered in Columbia to help you celebrate the twentieth anniversary of the founding of the first School of Journalism in America.

"My one sincere regret is, my good friend, that circumstances of life are such that I cannot be with you and join in the celebration.

"Here's wishing for you good health and the fullest measure of success in realizing your aspirations for world brotherhood—the ideals of the Press Congress—that you have made a power of world journalism."

E. P. Adler, President, Lee Newspaper Syndicate, Davenport, Iowa, —(telegram):

"Permit me to join with the press of Missouri and all the world in paying homage to you today for the great work you have done for Journalism in the past twenty years and I hope you will accept my best wishes that your life may contain many more years of usefulness in your profession."

DeForest Odell, Acting head of Journalism Department, Butler University: Indianapolis, Ind. (telegram):

"Butler University journalism department wishes to congratulate Missouri University School of Journalism on the success, during its two decades of existence, and on the excellent opportunities which it now possesses for making Journalism in America a more wonderful institution in the future. Those of us here are mindful of the sterling qualities of Dean Williams, and again congratulate you on having had such a leader. May he direct the school for two more decades."

C. M. Sarchet, Secretary, Chamber of Commerce, Ponca City, Okla.:

"Throughout this entire section of the country we have quite a number of young men and young women who have learned journalism under your supervision, and who are now making good and developing into splendid newspaper folk. I am quite certain that the entire newspaper fraternity appreciates the great work you have done."

Marvin H. Creager, Editor, The Milwaukee Journal, Milwaukee, Wis.:

"You should be proud indeed of the fruits of your twenty years of work at Columbia. I know that it has been hard work, but you have accomplished so much, not only for your university, but for the profession of journalism, that the anniversary is worthy of a real celebration. I only wish that I might be there to extend my congratulations and good wishes in person."

Dr. L. S. Rowe, Director-General, Pan-American Union, Washington, D. C.:

"The entire staff of the Pan American Union joins with me in extending to you most cordial congratulations.

"You have placed the entire country under a debt of obligation, and you have every reason to feel deeply gratified at the important service which you have rendered"

Dr. H. von Kupffer, Editor, Berliner Lokal-Anzeiger, Berlin, Germany:

"I fervently wish and hope that your highly deserving work for the ideal and material interests of the press in general, and that the endeavours of this your journalistic academy, as well as the Exercises in view, will be crowned with success in every regard!"

P. Selig, President, Newspaper Proprietors of New Zealand, Christchurch, N. Z.:

"I think I am correct in stating that American Schools of Journalism have sent forth a great army of Journalists fitly equipped to bear the torch of faithful service to the great American public. Standards of journalism can never be too high, and while the Schools always keep this in mind there will be no fear that the education of the public through a free and enlightened press will go unappreciated. The School of Journalism of the University of Missouri, over which you, Sir, have so long and honorably presided, has, in particular, been well known to me and other Antipodean journalists.

"If, Sir, you had not done any other worth while work, the World Press Congress organization, which you so well founded, will always stand as a monument to you and your labors in the interest of journalism.

"May I say in this connection that it was a great privilege and pleasure to meet you and the men and women of the American Press at the Congress in Geneva.

"In the course of my fifty years connection with the Press of this Dominion and the Commonwealth of Australia, I may unhesitatingly state that this was a milestone in my life that can never be eradicated. Therefore I the more sincerely regret that I will not be able to visit the United States for your anniversary celebrations, especially, too, as I shall miss an opportunity of renewing many friendships and having fellowship with those members of the fraternity it was my good fortune to travel with, en route to Geneva, on the s. s. 'Carmania' in September, 1926.

"Men and women of high purpose and resolve, I hope they will—in conjunction with the newspapers of the other great English speaking nation—continue to carry to their various discerning publics messages that will point the way for peace on earth and goodwill among men."

J. E. Davidson, Editor, The News, Adelaide, Australia:

"From far away Australia, I send you heartiest congratulations on the 20th anniversary of the School of Journalism of the University of Missouri. I regret that owing to present business I am unable to accept the invitation to be present at the celebration. Although absent, I shall be rejoicing with you in spirit.

"For many years I have followed closely the work done by the School of Journalism under your able guidance. In addition, I have had two of your graduates—Charlie Ross and Ben Robertson—associated with me. Best of all I have had the privilege and pleasure of a long and sincere friendship with yourself.

"All of these circumstances have compelled a profound admiration for the influence and work of the School. Its influence on Journalism has not been confined to the United States of America, for I hold that if the tone and the prestige of the profession be raised in any part of the English-speaking world, the beneficial effect will be felt in all other parts.

"Never before in the history of the world was it so essential to have a truthful and courageous press. Newspapers are so interwoven with the fabric of modern society that they can go far toward making or marring the morals and ethics of a people. They can do much

to create war between nations or to maintain peace. That being so, there is an ever-increasing need for clear-thinking and upright men in the profession of journalism—men of wide vision and high ideals.

"I am satisfied that the training given in the Missouri University School of Journalism tends to produce the type so urgently required. Believing that, a few of us in Australia have been advocating for years some kind of University training for newspaper men. So far, we have not met with much success.

"However, courses in subjects directly applicable to journalism have been established at the University of Melbourne, Victoria and at the University of Brisbane, Queensland; while a movement has just been set on foot to institute a similar course at the University of Perth, Western Australia. Thus in three out of the six states of the Commonwealth of Australia, a modest start has been made along the lines so excellently developed in America. In my advocacy of the establishment of Schools of Journalism in Australia, I have been aided by bulletins issued from the University of Missouri, which you have been good enough to send me regularly.

"Let me conclude by saying that I wish your school all the success which your noble efforts deserve."

Florence E. Whittier Tisdel and William S. Tisdel, Boston, Mass.:

"Both the thought expressed, and the fact that it was printed from the original type set up in 1588 at the Plantin Musee, Antwerp, Belgium, pioneer printing establishment, makes this gift appropriate to the occasion, and to the oldest School of Journalism in the world, of which we are fortunate enough to be graduates.

The quotation reads as follows:

'Un labeur courageux muni d'humble Constance
Resiste a tous assauts par douce pacience.'
—Christophe Plantin, 1520-1589.

"We send it with greetings to our fellow alumni and with congratulations on two decades of pioneering in journalistic education, to the Dean of deans whose friendship is one of the most cherished realities of our years at the Athens of Old Missouri, within the shadow of those stalwart Columns whose memory has for us very personal significance."

Clarence Cannon, Congressman, Ninth Missouri District, Washington, D. C. (*telegram*):

"Heartiest congratulations to Missouri and to the greatest living Missourian, on the Twentieth Anniversary of the founding of the Missouri School of Journalism. May the ever widening influence of both the institution and its founder continue to grow and prosper through the centuries."

Don C. Anderson, Advertising Department, The Dallas Journal, Dallas, Texas. (*telegram*):

"Congratulations to you on the Twentieth Anniversary of the School of Journalism. I feel that no department of the University has done as great good for the state, nation and world as has the School of Journalism."

Merrill E. Compton, The Times, Wenatchee, Wash. (*telegram*):

"My most sincere congratulations to you and those with you during this Twentieth Journalism Week. May it be one of the most successful and happiest. Always grateful to you and those affiliated with you for a well remembered and happy year."

Harry B. Rutledge, Field Mgr., Oklahoma Press Association:

"My kindest regards on this the Twentieth Anniversary of our School of Journalism. May you have the privilege of continuing much

longer as chief watchman over the destinies of the great fourth estates."

Don D. Patterson, Curtis Publishing Company, Chicago, Ill.:
"Heartiest congratulations to you and your School."

Eric W. Allen, Dean of the School of Journalism of the University of Oregon, Eugene, Ore.:
"Just a word in testimony of my belief that all of the felicitations and compliments and congratulations you are receiving this week are richly deserved. You are an inspiring person, and your influence is helpful to those with whom you come in contact. 'Long may she wave—' when the twenty years stretches to forty, I hope to have the chance of congratulating you again."

Mrs. Ruth Prather Midyett, President, Gamma Alpha Chi, professional honorary advertising fraternity for women, Mt. Washington, Mo.:
"Congratulations on this, the Twentieth Anniversary of our School of Journalism. As president of GAMMA ALPHA CHI, national advertising fraternity for women, which was founded upon your inspiration, let me speak for a hundred or more alumni and bring to you our love and good wishes on this the Twentieth Anniversary of the founding of the School of Journalism."

Robert Bell, President, Press Congress of the World, Christchurch, New Zealand:
"Journalism is one of the most honorable and one of the most interesting of the professions. To succeed in it demands eternal vigilance, unceasing efforts, high aims, and hope in the future. Go forth, therefore, confident in the righteousness of your purpose, and your faith and success will be doubly rewarded."

William Easton, The Otago Daily Times and Witness, Dunedin, N. Z.:
"I wish to extend to yourself and the members of your University my felicitations and best wishes for the continued success of the students of your School of Journalism."

J. P. McBaine, Professor of Law, School of Jurisprudence, University of California, Berkeley, Calif.:
"I should like to add my sincere congratulations to you on the splendid progress in these twenty years that you have made in education for Journalism. Yours is a record that has not been equalled, one that is a matter of pride to hundreds of alumni and friends of the University of Missouri, in every part of the world.
"Your work has been excellent; may you have many years ahead of you in which to do better things for Journalism, a most important factor in modern life."

William N. Van der Hout, Honorary Secretary, Dutch Association of Journalists, The Hague, Holland:
"Best wishes for the future of the School of Journalism."

Sir Alfred Robbins, British Journalist, London:
"Convey to your faculty of Journalism and to the students every cordial good wish for the continued prosperity of the University of Missouri, and the lifelong happiness of all those associated with any branch of its work. I have always regarded it as a very great privilege to have been with you, and I would only hope that some of the words I said are still remembered by at least a few of the students whom I had the honor of addressing in April, 1924.
"As an encouragement from the veteran to the beginner to live the highest and do the best in what, after half a century of practical experience, I have always believed to be a calling fraught with great

potentialities, tense with heavy responsibilities to the commonwealth, and the commands of conscience, which should never be forgotten."

Sir Robert Baird, The Belfast Telegram, Belfast, Ireland:
"Every success to the School of Journalism."

F. W. Beckman, Managing Editor, The Farmer's Wife, St. Paul, Minn.:
"I want to congratulate you and your School of Journalism upon its completion of twenty successful years of work. You and your School have not only been good pioneers, but you have also been unusually successful in developing your field after opening it up. I hope that the School may go on to larger achievement, and that you may be spared many years to direct its activities."

C. K. Woodbridge, President, International Association of Advertising Clubs, Detroit, Mich.:
"My best wishes and congratulations."

Friedrich W. von Prittwitz, Ambassador from Germany to the United States:
"Permit me to extend to you my best congratulations upon the Twentieth Anniversary of your School of Journalism. Your institution has a world-wide reputation, and is particularly admired in Germany, where similar schools have been founded on its model. Please accept my sincerest, wishes for yourself and for the continuance of valuable work."

Donald H. Jones, The Times-Herald, Dallas, Texas:
"Hearty and cordial good wishes to you and the School of Journalism upon this Twentieth anniversary of its founding. It is my wish that may as long be continued the sphere of service and your ideals as is steadfast our affection and high regard for you and for the School."

Charles E. Yeater, Former member of the Board of Curators:
"I wish to congratulate you on the Twentieth Anniversary of the School of Journalism. It will exist through the coming years as a monument to you whose constructive genius conceived and planned and developed it."

D. C. Bess, Manager, North China Bureau, United Press Associations, Peking, China:
"If I were not so many thousand miles away, I should certainly endeavor to be with you for the Twentieth Anniversary celebration of the School of Journalism. Certainly correspondents in the Far East are made constantly aware of the influence of the School of Journalism. Your students have almost got a corner on the gathering of news in this part of the world.

Charles Arnold, Professor of English, University of Pittsburgh, Pittsburgh, Penn.:
"The First Graduate wishes to congratulate the First Dean of the First School of Journalism in the world, on the School's increasing success during these two decades. I shall hope and expect that it will continue to prosper."

Frank P. Glass, President, Montgomery Advertiser, Montgomery, Ala.:
"Allow me to congratulate you on the wonderful work you are doing for the cause of Journalism and the development of capable newspaper men throughout the world."

Parsio Franco, Director, El Diario, Santiago, San Domingo:
"Sincerest congratulations."

B. A. Grimes, News Editor, Printers Ink Publications, New York City:
"We are all familiar with the splendid achievements of the School of Journalism of the University of Missouri, especially the institutes which are held annually. You have a record of which you may well be proud, and we hope that the gathering of those interested in this phase of the University work will be a testimonial that will encourage its continuance and increased development."

Merle Thorp, Editor, The Nation's Business, Washington, D. C.:
"My heartiest congratulations to you on twenty years of transcendent service in American Journalism."

F. E. Bump, Jr., head of the Journalism Dept., University of North Dak.:
"I want to take this opportunity to congratulate you personally on the splendid achievements and reputation which the Missouri School of Journalism has attained during its twenty years of existence. You have done and will continue to do an extraordinary piece of work in the field of professional journalism."

Homer J. Buckley, President, Direct Mail Advertising Association, Detroit, Mich.:
"In behalf of our special field of advertising and marketing, I want to extend to you and your associates our hearty congratulations on having completed twenty years of continuous work in your School of Journalism. You have done pioneering in this great field, and have attained a position second to none among our educational institutions of the United States. The fame of Dean Williams and the University of Missouri School of Journalism is not only nation-wide, but world-wide, and I, as one of your admiring friends, am mighty proud of your achievements."

E. K. Whiting, President, Owatonna Journal Chronicle, Owatonna, Minn.:
"Your vision of the possibilities in this field of education has been a powerful factor in the uplifting and betterment of the Press of this country."

E. M. Johnson, Department of Journalism, University of Minnesota:
"It is fitting that Journalism Week for this year should be dedicated to a program of appreciation for the excellence of the work which has been accomplished at Missouri. The School of Journalism has been an inspiration to all teachers, and it together with your own personal contributions has done much to demonstrate the feasibility and practicability of the teaching of Journalism. The members of the Department of Journalism of the University of Minnesota extend to you their sincere best wishes."

Isidor Loeb, Dean of the School of Business and Public Administration, Washington University, St. Louis, Mo.—Former Acting President of the University of Missouri, and Mrs. Loeb:
"We congratulate you and your colleagues upon the two decades of outstanding success of the pioneer School of Journalism. Best wishes for continued successful service."

Tsuneo Matsudaira, Japanese Ambassador to the United States, Washington, D. C.:
"On the occasion of the celebration of the Twentieth Anniversary of the School of Journalism of the University of Missouri, I wish to convey to you my hearty congratulations on the happy event, and also on the great achievements your school has made."

Dr. George Ahrens, German Consul, St. Louis, Mo.:
"On the occasion of the Twentieth Anniversary of the School of Journalism, which is also the anniversary of its founder and leader, allow me to express to you in great admiration my sincerest wishes for your future as well as that of your finest achievement."

J. Willard Ridings, Head of the Department of Journalism, Texas Christian University, Fort Worth, Texas:
"Congratulations to the School of Journalism on the School's Twentieth Birthday."

Carlos Mantilla, Editor, El Comercio Quito, Ecuador, S. A.:
"Congratulations upon the persevering and highly useful work of the School of Journalism. May its triumphs steadily become greater."

Dr. William H. Kilpatrick, Teachers College, Columbia University:
"Every good wish for the future of the School of Journalism."

Harvey R. Young, Advertising Director, Columbus Dispatch, Columbus, Ohio:
"May I extend to you congratulations and best wishes for your continuous and even greater success."

Riley H. Allen, Editor, Honolulu Star Bulletin, Honolulu, Hawaii:
"May I through you congratulate the University of Missouri and the State of Missouri, and indeed Journalism as a whole, upon the twenty years of growth, development and service of the Missouri School of Journalism. You have built up an asset, not only for your University and your State, but for our profession."

Frederick Kuh, Berlin Bureau, The United Press of America:
"Frederick Kuh regrets that a space of 4000 miles prevents him from extending in person his best wishes for the continued success of the School of Journalism of the University of Missouri, on the occasion of that institution's Twentieth birthday."

Charles H. Dennis, Editor, Chicago Daily News:
"Permit me to congratulate you upon the notable success of your work, which has had marked effect in advancing the cause of Journalism in this country.

P. L. Jackson, Publisher, The Oregon Journal, Portland, Ore.:
"Accept my heartfelt best wishes for the School and yourself for a future of twenty times twenty."

Lester J. Sack, Jewish Record, San Antonio, Texas:
"Sincerest congratulations from one of the many who appreciate what you have done for them."

Clifford R. Johnson, Hollywood News, Hollywood, Calif.:
"Greetings from Hollywood on the School of Journalism's twentieth birthday."

W. L. Nelson, Congressman, Eighth Missouri District, Washington, D. C.:
"My heartiest congratulations at this anniversary time during Journalism Week."

Among those who sent messages were:—

Paul Sifton, New York World.
Clare G. Sifton, New York World.
H. F. Harrington, Director, Medill School of Journalism, Northwestern University.
Henry J. Allen, Wichita, Kansas, Beacon, former Governor of Kansas.

F. C. Atherton, President and Manager, Castle & Cooke, Honolulu.
Joe Morris, The United Press, New York City.
H. W. Hailey, Hailey & Lewis, Advertising, El Paso, Texas.
A. A. Speer, President, First National Bank, Jefferson City, Mo., Curator of the University.
Ruth L. Hunt, San Francisco, Calif.
R. V. Walling, Secretary, The Institute of Journalists, London.
Arthur J. Sinnott, Managing Editor, Newark Evening News, Newark, P. J.
Tom Wallace, Chief of the Editorial Staff, Louisville (Ky.) Times.
W. W. Hawkins, General Manager, Scripps-Howard Newspapers, New York City.
Blair Converse, Head of the Department of Technical Journalism, Iowa State College of Agriculture and Mechanic Arts, Ames, Iowa.
Dr. J. C. Parrish, Vandalia, Mo., Member of the Board of Curators at the time of the establishment of the School of Journalism.
Earle Pearson, The International Advertising Association, New York City.
Marvin H. Creager, Editor, The Milwaukee Journal, Milwaukee, Wis.
J. T. Kenower, Editor, The Bulletin, Breckenridge, Mo.
Viscount E. Shibusawa, Tokyo.
Julio Cosi, Director, A. Aclectica, San Paulo, Brazil.
P. Selig, President, Newspaper Proprietors of New Zealand.
F. W. Hawley, President, Park College, Parkville, Mo.
Robert L. Riggs, The Associated Press, Madison, Wis.
Gus M. Oehm, Editorial Manager, The National Fertilizer Association, Atlanta, Ga.
Harvey Ingham, Editor, Des Moines Register and Tribune-Capital, Des Moines, Iowa.
Frank Luther Mott, Director, School of Journalism, University of Iowa, Iowa City, Ia.
Frederick J. Lazell, Professor of Journalism, School of Journalism, University of Iowa, Iowa City, Ia.
Duke N. Parry, New York City.
Judith Ann Gilbert, Nevada, Mo.
Dale Wilson, Editorial Writer, The Milwaukee Journal, Milwaukee, Wis.
B. W. Fleisher, Publisher, Japan Advertiser, Tokyo.
T. E. Dunwoody, Editor and Manager, The American Pressman, Pressman's Home, Tenn.
Charles Nutter, Associated Press, Kansas City, Mo.
Jane Eddington, The Chicago Tribune, Chicago, Ill.
Bruce Barton, New York City.
William T. Dewart, Publisher, New York Sun.
Dr. A. L. Dean, former president, University of Hawaii, Honolulu.
Sir Esme Howard, British Ambassador to the United States, Washington, D. C.
George E. Miller, Editor, Detroit News.
Harvey R. Young, Director, Columbus Dispatch.
Frank B. Noyes, Washington Star; President, Associated Press
Dr. Paul Monroe, International Institute Teachers College, Columbia University, New York City.
Lou E. Holland, Kansas City.
Oswald Mayrand, Editor, La Presse, Montreal.
Rodrigo De Llano, Editor the Excelsior, Mexico City, Mex.
Silvestre Terrazas, El Correo de Chihuahua, Mex.
Rogerio Meraz Rivera, El Independiente, Pachuca, Mex.
T. T. Wilson, former president, Missouri Press Association, Denver, Colo.

Frederick D. Gardner, former governor, St. Louis, Mo.
Elliott W. Major, former governor, St. Louis, Mo.
P. E. Burton, former member of the Board of Curators, St. Louis, Mo.
George Kilpatrick, Brunswick Times, Lawrenceville, Va.
J. P. Tucker, past president, M. P. A., Parkville, Mo.
I. R. Lowell, past president, M. P. A., Moberly, Mo.
Howard Ellis, past president, M. P. A., New Florence, Mo.
Asa W. Butler, past president, M. P. A., Kansas City, Mo.
H. M. Richardson, General Secretary, National Union of Journalists, London.
W. J. Pape, Publisher, Waterbury, Connecticut, American.
Sam B. McCool, Associated Press, Lansing, Mich.
Frank W. Lee, Representative in the U. S. of the Nationalist Government of the Republic of China, New York City.
Grant M. Hyde, Acting Director, School of Journalism, University of Wisconsin.
Ralph Pulitzer, Editor, New York World.
Julian S. Mason, Editor, New York Evening Post.
Ivy Lee, Publicist, New York City.
Maj. Gen. Charles P. Summerall, Chief of Staff, United States Army, Washington, D. C.
Dr. Stanley Hornbeck, New York City.
A. M. Hyde, former governor, Kansas City.
Sir Robert Baird, publisher, Belfast Telegraph, Belfast Ireland.
E. C. Carter, Secretary, American Council Institute of Pacific Relations, New York City.
C. P. Scott, Editor, Manchester Guardian, Manchester, England.
W. R. Kane, Editor, the Editor's Magazine, Highland Falls, N. Y.
David Lawrence, Washington.
Andres Mata, Editor, El Universal, Caracas, Venezuela.
C. E. Rogers, head of the department of Industrial Journalism, Kansas State Agricultural, College, Manhattan, Kans.
Herbert Croly, Editor, New York Republic.
John Stewart Bryan, President and Publisher, News Leader, Richmond, Va.
Dr. Ray Lyman Wilbur, president Stanford University.
United States Senator James A. Reed.
Charles H. Fogg, President, Times Publishing Co., Houlton, Me.
Dr. Arnold Bennett Hall, President, University of Oregon.
Frederic William Wile, Correspondent, Washington, D. C.
Edgar T. Cutter, western division of the Associated Press, Chicago.
John N. Green, Editor, Colorado Springs Farm News.
United States Senator Harry B. Hawes.
Dr. George Blakeslee, Professor of History and International Relations, Clark University.
Dr. J. W. Cunliffe, Director, School of Journalism, Columbia University, New York City.
Alfredo Sanhajo, Director-General, Heraldo Comerciale, Havana, Cuba.
Angel Mendez Calzada, Journalist, Mendoza, Argentina.
J. E. Davidson, Editor, The News, Adelaide, Australia.
Catherine E. O'Byrne, Author, Kansas City.
George B. Dorsey, Columbia, Mo., former member of the Board of Curators.
Mercer Arnold, Joplin, Mo., Curator of the University.
F. M. McDavid, Springfield, Mo., Curator of the University.
C. B. Rollins, Columbia, Mo., former member of the Board of Curators of the University.

CHAPTER XVII.

The School of Journalism Today

Columbia in 1908 boasted a population between eight and ten thousand; four miles of paved streets, and four automobiles. In 1918, on the tenth anniversary of the School of Journalism, the population had reached eleven thousand; there were twenty-five miles of paved streets; and one thousand automobiles. On the School's twentieth birthday in 1928, Columbia's population was listed as sixteen thousand, two hundred and thirty-one, and the city claimed forty miles of sewer mains; thirty-five miles of modern concrete sidewalks; one hundred and fifteen miles of streets, nearly forty miles paved; sixty-five miles of water mains; a municipally-owned water and light plant; a privately-owned telephone system; two golf courses; three tourist camps and more than three thousand automobiles.

The two colleges for women in Columbia, the city public schools, and the university's elementary and high schools had developed and increased greatly in numbers of students, in buildings and equipment. The University of Missouri's 1908 enrollment was two thousand nine hundred and forty-four while in 1928 it neared the four thousand mark. These twenty years were marked by the addition of new divisions, departments and courses, additional faculty members, new and improved buildings and equipment, an ever-growing interest in collegiate athletics. All of these things had their direct bearing on the welfare of the School of Journalism. The prosperity and progress of the city, the growth of the University and other institutions meant not only a corresponding development in the School of Journalism but supplied greater resources for the student-journalists.

Just as the entire profession of journalism was given greater power and impetus because of the perfecting of

The professional journalism faculty in 1928 numbered eleven. Serving with Dean Williams were: First row—Eugene W. Sharp, T. C. Morelock, R. S. Mann; Center row—Frank L. Martin, Helen Jo Scott, Frances Grinstead, E. K. Johnston; Last row—John H. Casey, William H. Lathrop, Thomas L. Yates.

long-distance telephone, radio and cable services, new international relationships, inventions facilitating printing and publishing, more speedy transportation by rail, automobile and flying machines—so the School of Journalism has reflected in its progress these changes and inventions of the age. Not only has the profession of journalism kept and increased its fascination, its fields have broadened in many lines for both men and women. The practicability of training for journalism by college courses has been proved in the Missouri School of Journalism and in many other schools and departments. So each year sees an increasing number of men and women eager to receive such training.

In 1908 there was no charge for tuition in the University. Students were required to pay a library and incidental fee of five dollars. The necessary living expenses of students in Columbia was given as ranging from three to five dollars a week, probably eighty dollars a term. In 1928 the University charged no tuition fee except for non-residents of Missouri, who paid ten dollars a semester. A library, hospital, and incidental fee of thirty dollars a semester was required. There was a laboratory fee of five dollars for any or all courses in journalism. In addition there was a two dollar fee for either Newspaper Illustration or Advanced Newspaper Illustration. Estimated expenses for the average male student in journalism for one semester was two hundred and ninety-five dollars.

Today many students earn all or part of their expenses while in school. To aid them the University maintains free employment bureaus. There are also the many scholarships and awards open to persons who prove their merit. Some of the journalism students, in addition to fulfilling their school requirements, serve as correspondents for out-of-town newspapers or do free-lance writing for newspapers and periodicals.

In 1908 the professional journalism faculty included three teachers; at present it numbers eleven full-time

professors and instructors. In addition there are three professors in other divisions teaching journalism courses, and the University employs a librarian who gives her full time to the Journalism Library.

The School now has the largest enrollment in its history, over four hundred including regular and special students and those from other divisions taking courses in journalism. Every state in the United States and nearly every foreign country has been represented in the School's enrollment.

APPENDIX

The State University School of Journalism: Why and What.

By Walter Williams

Address Delivered Before the Missouri Press Association at Excelsior Springs, Mo., May 29, 1908.

The University of Missouri at Columbia has established a School of Journalism. This School is for the training of journalists in the broad sense. The word journalist is not held in high esteem by some newspaper folk—and I confess to being one of those who thus lightly regard it—but there is no other word which is so broadly expressive, including editors and reporters, correspondents and publishers, magazine-writers and illustrators—all who are employed in any way in the service of the public by contributing to journals of any description anywhere. Other words are narrow and limited. This word journalist is broadly comprehensive.

The School will be opened for the first time next September. The School is co-ordinate, equal in rank, with the schools or colleges of law, medicine, engineering, agriculture and the teachers' college. The requirements for admission to the school will be the same as to other departments of the University.

The Missouri University School of Journalism will be the first of its kind in America. Other universities have given instruction in journalism wholly by lectures. This has been done with some success in Kansas, Nebraska, Illinois, Wisconsin, Michigan, Indiana, and in the universities farther east. The new departure adds the laboratory to the lecture method, the clinic supplementing of the class-room. It trains to do by doing. The new method loses none of the value of the old. It adds to it.

The School of Journalism, as established by the board of curators of the University of Missouri, is a distinct advance in education. It seeks to do for journalism what schools of law, medicine, agriculture, engineering and normal schools have done for these vocations. A half century ago there were no law schools worthy the name, thirty years ago there were no modern medical schools. Schools of engineering and of agriculture and schools and colleges for the training of teachers are of even later development. Previous to the existence of these schools training in law, medicine, agriculture, et cetera, was obtainable only in the lawyer's office, the doctor's office, on the farm, or, of a teacher, in the school room practicing upon the pupils. With the increase of demands upon the time and thought of professional men, it has become impossible for the student to find adequate training at the hands of older men actively engaged in the practice of their profession. He may not find, except upon rare occasion, doctor or lawyer to devote hours to correction, counsel, training of the youthful aspirant. The result has been that professional or vocational schools have taken the place of the individual training of the past. In addition to study for the vocation for which the student is fitting himself he may secure the broad training of college life and college class rooms, which better prepares for successful leadership. The professional or vocational school has attained its high development by the application of the laboratory or clinic to its instruction. The lecture method has not been abandoned but it has been supplemented by actual practical work. In medicine the hospital gives bedside instruction, in teachers' college the model school affords demonstration, in the law school the practice court, in agriculture the farm and the experiment station. All these are directed by experienced men and in these doing is learned by doing. The Missouri University School of Journalism is to be conducted upon this plan.

The Missouri University School of Journalism is to be conducted upon laboratory plan. Other universities

have given, with varying success, instruction in journalism by lectures and class-room work. Missouri will fit to journalism the method which has demonstrated its results in other professions. To do this there will be issued each day a newspaper, under charge of an organized staff, complete as far as possible in all departments. The work on this newspaper will be by the students in the school. They will cover assignments, occupy desks, edit telegraph, exactly as the metropolitan press requires—or better if possible—and the paper must come out on time. Courses will be given in newspaper management and administration, in the history, principles and ethics of journalism, in newspaper and magazine illustration, in the law as it relates to newspaper publication and in other professional subjects. The student will be expected also to take courses in economics, finance, government, history, sociology, and English composition. It is not expected to make journalists any more than a lawyer can be manufactured in a law school. It is expected, however, to train for journalism by adding to the intellectual attainments the resourcefulness and the professional equipment of the student.

The distinctive feature of the University's School of Journalism, aside from its recognition of journalism as a profession, is this employment of the laboratory plan. In this way actual, practical training in newspaper making will be given. If the instruction is faithful and efficient, the students taking this work will certainly be better equipped for success in journalism than those who have not had such training. In the conduct of the newspaper assignments will be given, the general news field covered, editorials will be written, telegraphic news edited, exchanges read, advertising prepared and every department conducted as in the office of the large daily or country weekly journal. In this way the practical laboratory work will be applied to journalism, as it has been with such large success to the teaching of medicine, law and education.

Courses will be given in illustrative art, looking towards cartooning, general illustration and magazine illustration. A course will be given in the libel law, discussing the freedom of the press, privileged publications, and all features of the law as it relates to newspapers. The course will cover four years and will lead to a degree, Bachelor of Science in Journalism. A student may take a combined course covering five years, in which he will complete both the course in the College of Arts and Science, usually known as the academic course, and the professional course in journalism.

No other school of journalism in America is planned upon these broad lines nor in accordance, as this has been done, with modern thought in education.

Three objections have been urged against schools of journalism. It is believed that none of these objections can be successfully maintained against the proposed school in the University of Missouri.

It has been said that journalists need no training. The claim is made that the reporter, the editor is born, not made. It is urged that there is something mysterious about newspaper work which only those divinely inspired may know. This was said formerly about lawyers and doctors and preachers and indeed the followers of every vocation. It is no more true of journalism than of any other occupation. He who has a pronounced natural bent toward any particular work will, of course do better work than he who is not so inclined by nature and temperament. It does not follow, however, that training is unnecessary to the highest equipment. The School of Journalism does not purpose to make journalists any more than the school of law makes lawyers or the school of medicine makes doctors. It merely purposes to take students who wish to enter upon the calling of journalism and to give them the broadest and best training and equipment for their life work. It is absurd to suppose that an untrained, uneducated, unequipped man can be as successful in journalism as one whose training is broad,

whose knowledge is large, whose clearness of vision has been increased and whose equipment in general has been enlarged by training in a school.

The second objection urged against the school of journalism is that journalism can be taught only in a newspaper office and not in a school. So be it—but if the school of journalism is also a newspaper office, then this objection is without weight. It is this that is proposed in the University of Missouri. The same training which a student receives in a country newspaper office, the best of all practical newspaper training, will be given in the University's School of Journalism. He will have, in addition, the care and thoughtful direction of instructors, whose instruction is not interfered with by constant interruption and who have for their only aim the training of students under their charge to the largest usefulness. It is expected to help toward alertness, swiftness and proper self-restraint and effectiveness in the employment of all the resources thus placed at the young journalist's command. It is expected to be a real school for real newspaper men. It cannot be possible that any objection based on the antipathy to an unpractical school can apply to a school conducted on the proposed laboratory plan.

The third objection is directed against the state's support of higher education. Here and there the opinion is yet expressed that the state has no right to train men beyond the so-called common branches. Certainly, it is said, the state should not undertake the making of lawyers or doctors. This objection is gradually disappearing as the demands of the complex life of the present increase. State aid to higher education is no new thing in America. It was Thomas Jefferson who first proposed and urged upon the Virginia legislature the establishment of a state university where training should be had in all professions and branches leading toward the highest usefulness to the state. Mr. Jefferson, the apostle of personal freedom and champion of minimized government, was the Father of the State University. The General

Court of Massachusetts appropriated money for Harvard College to instruct in higher education years before John Harvard gave to that great university half his fortune and his name. Every state since the Northwest Ordinance of 1787, inspired by Thomas Jefferson, has come into the Federal Union with solemn pledge to establish and maintain a central seminary of learning for higher education. The argument for the State's support of education is that of self-preservation. Where there is no open vision the people perish. The State supports schools that the products of the school may uphold the State. Training is given to teachers that these teachers may conduct and maintain schools. Training is given to physicians that they may save the lives of the State's citizens, to lawyers that they may protect in the courts of the State the property, rights, liberties and lives of its citizens. Shall the State not train in its schools for journalism, the profession that more than any other, is the bulwark of a free government. Modern conditions have made necessary the maintenance of a free press under the control of men equipped for largest service to the commonwealth. The training cannot be secured adequately save in properly conducted schools. If the press is not controlled by men thus trained the state suffers. A weak, cowardly, corrupt press means the downfall of a free State. It is the duty, therefore, of the State to maintain itself by the fostering of schools for the training of men who will maintain it.

The Missouri University's School of Journalism does not intend to make journalists. It could not do so if it so desired. It can, however, train for journalism and this is the purpose of its establishment. The success of the school depends in large measure upon the sympathy, the kindly criticism and the support of the members of the newspaper profession. Its success means the dignifying of journalism, the strengthening of the arms of those in the profession who would strike at iniquity entrenched, the furnishing of the young journalist with

equipment for the largest service to the state. Surely in such purpose it will receive the cordial support of the men who, like myself, have had to pursue the difficult though fascinating work of journalism without the training that such a school could give. We know that equipment early obtained would have enlarged our usefulness and strengthened our ability to serve. We would give such equipment to the children of the commonwealth who are to come after us.

The attention which the Missouri School of Journalism has attracted everywhere and the widespread approval with which it has been received by the press give confidence that the school will have the sympathy and support needed to make it attain the highest measure of success. This success will mean better equipped, better trained, more useful newspaper men, capable of higher service to the public and more desirous to do this service in the most efficient way. In the accomplishment of this result not merely the members of the newspaper calling but the general public, which is the newspaper's client, is concerned.

Upon the doorway of a Yale dormitory is graven broad and large: "For the bringing up of men who shall be of service to the state." Upon the gateway to Columbia University, on Manhattan Island, is written: "For the advancement of the public good and the glory of Almighty God." In larger measure even then the obligation thus nobly set forth, that rests on Columbia or on Yale, rests the obligation upon the University of the State. Surely, surely, it is for the bringing up of men for the service of the State, for the advancement of the Public good, and for the glory of Almighty God.

And this, Mr. President, Ladies and Gentlemen, is the high purpose of the School of Journalism of the University of Missouri.

Are Schools of Journalism Getting Anywhere?

By Walter Williams

Address Given January 17, 1925,
Before the American Society of Newspaper Editors
at Washington, D. C.

The origin of academic or professional education in colleges or universities in preparation for the profession of journalism is obscure. D. R. McAnally, Jr., editorial writer on the St. Louis Globe-Democrat, gave courses in journalism at the University of Missouri in 1873. General Robert E. Lee proposed a course in journalism and printing at Washington and Lee University at the close of the war between the states. Cornell University had a lecture course in journalism in the early '80s—lectures delivered by distinguished journalists which dealt with the glory and romance and power of the press. Other universities and colleges had similar lectures and occasional courses in the study of newspapers.

In the decade 1900-1910 American universities made real beginnings in journalistic education. Departments of journalism were started in the University of Wisconsin, the University of Washington, the University of Kansas, the University of Missouri, and doubtless others. In 1908 the first school of journalism, with separate faculty and separate professional degree, was established at the University of Missouri. It was followed, in 1912, four years later by the establishment of the second such school, at Columbia University, New York City, by the generous endowment of that master journalist, Joseph Pulitzer.

Now many universities, colleges and even high schools and academies have courses in journalism, departments of journalism, schools of journalism, of varying degrees of excellence and importance. There have been listed by the secretary of the American Association of Teachers of Journalism two hundred and ten educational institutions offering instruction in journalism.

Some courses in journalism are used mainly, if not entirely, to enliven instruction in English and make it more palatable. Other courses are employed as publicity promoters for the institutions, the students as unpaid press agents. Others afford opportunity for consideration of current events and yet others, more serious in character, discuss the history of journalism and its place in society. The teachers in these various courses have had, as might be expected, different degrees of preparation for teaching journalism. Some have had helpful journalistic experience and are men of genuine ability as teachers. Within the limitations of their institutions they are doing excellent work. The personality of the teacher overcomes inadequacy of equipment and insufficiency of courses.

The schools and departments of journalism of the first rank, of which there are perhaps ten or fifteen in the United States, give a four-years course in academic and professional work upon the same plane as other courses in their institution and leading either to a degree in journalism or to some notation upon the academic degree showing that the student has specialized in journalism. Their teachers, as a rule, have had considerable experience in journalism, as well as academic training, before coming to their unusual task of instruction therefor.

It is of these schools that I assume the inquiry is made: What is the purpose of the school of journalism?

In such a school the organization sets aside and correlates courses deemed desirable in preparation for journalism. This is done either within an established division of the university, such as the College of Liberal Arts,

placing journalism in organization on a plane with English, history, chemistry, et cetera, or by a separate division, with separate dean or director and separate professional degree, as in Law, Medicine, Education, et cetera. The first are "departments" in university terminology, while the second are "schools." I assume however that both, when rightly manned, adequately equipped, have similar purpose. It is of these ten or fifteen that I speak.

In such schools and departments there are, first, cultural, foundational academic courses, as in all university or collegiate education. There are, second, courses in those particular academic subjects which are generally regarded as most valuable to the prospective journalist —history, economics, sociology, philosophy, political science, psychology, languages—and, third, courses in journalistic technique or practice, in the history of journalism, in its ethics or principles, in its practice—in reporting, copy-editing, editorial writing, the law of the press, feature writing, advertising, specialized journalism.

What then is the purpose of such a school?

(a) To afford a collegiate or university background—studies most helpful to the student, that he may know, that he may know where to find, and most of all that he may know how to think. Ours is a tip-toe profession. Intellectual alertness, the thinking mind, is necessary therefor. Intellectual curiosity and the ability to know how to gratify that curiosity are essential.

(b) To give professional purpose, that the student may know how to use his knowledge, may be trained in accuracy and clarity of expression, terseness of statement, force, persuasiveness in writing; that he may be taught, as far as it is possible to teach, to observe for himself, to write rapidly and accurately and comprehensively, to view and interview and review, with open eyes and unshuttered, understanding mind; to interpret, to evaluate; that he may have ingrained in him the ideals of the

profession, that he may know its history; that, as far as wisdom that comes from observation may teach, he will learn to avoid its pitfalls, and seek its summits, know of libel and public opinion and high purpose and achievements. All this is included in the study of journalistic practice and technique. Nor are these courses in journalism mere theory but, in the best schools, thoroughly practical. Students learn to do by doing. The same laboratory method found successful and necessary in medicine is applied in journalism. The acid test of all writing is its effect upon the reader. This the school supplies as essential part of its laboratory courses. Is it not reasonable to suppose that such training for one year or two years in actual reporting, copy-editing, et cetera, with nothing artificial or assumed, will make better reporters, copy readers, writers?

(c) The school has large possibilities also in research, in studying about the profession, its past, its present, its prospects, its problems. The journalist must, of all men, have an open mind. This forward-looking profession of ours must know the past—but know the past with a view to improvement of the present and the future.

(d) The school may also add to the literature of the profession—a literature all too scanty and too style-bookish. Texts of some value to the student of journalism may be produced. The best I know is by the President of this Association.

(e) The school has a mission also in the development of a professional faith and conscience among those who go out from the school, which is to help to the solidarity and spirit of journalism.

(f) It may also keep in touch with its former students and graduates, with suggestions that instruct and inspire and keep alive the interest in journalistic ideals, progress and growth.

How much of this and what else has been accomplished?

(1) Certainly there is larger acquaintanceship among college and university students with the history of the

press and with its position as an institution in society today. The more the public is acquainted with journalism, the better the journalism will be in response to this acquaintanceship.

(2) Specific training has been given for journalism. Fundamental, technical training has been taken away, to a degree, from hard-worked newspaper executives and given over to the schools. Graduates of these schools of journalism escape many of the preliminaries of the ordinary newspaper office. They have gone faster and further in the decade since their graduation than those who have not had the opportunity of such technical and professional training. They have gone into the profession of journalism. Eighty-five per cent of the men graduates of the School of Journalism of the University of Missouri are engaged in some phase of journalistic endeavor. Probably ten to twelve per cent of the men and women engaged in journalism in the United States today have had some training in some school or department of journalism. The salaries paid to graduates of schools of journalism during the period of five years exceed those paid to untrained men by fifteen to twenty per cent.

Let me quote Sir Roderick Jones, chairman of Reuters, in a letter contributing a thousand pounds to scholarships in journalism in the University of London:

"During each of my visits to the United States I have been impressed with the high educational standard of young American journalists. They are recruited I find in increasing numbers from the several universities which devote themselves in part to the training of men for newspaper work. The fruitful experience of these institutions justifies the progressiveness and enlightened journalistic policy of the University of London.

(3) The school of journalism has been a sieve, eliminating some of the incompetent.

(4) It has added to the knowledge of journalism by research and is planning much more.

(5) It has increased the professional spirit the pride in our calling, the dignity of our occupation. We may today, as we could hardly twenty years ago, use the words "journalism" and "journalist" without blushing.

Many difficulties are in the way of adequate education for journalism. In some of these difficulties you can help. The poor pay and the uncertain tenure of newspaper workers, particularly of reporters—upon whom, in last analysis, the newspaper depends—often make the continued practice of the profession of journalism unattractive. The salary should not be the chief end of a journalist's existence but "the laborer is worthy of his hire." Until more money is paid for reporters, better reporters may not be expected except in rare instances and temporarily. If you wish better reporting, you must pay your reporters larger salaries. Responsibility rests here with the owners of newspapers and those who direct their financial expenditures. Publicity work in various phases, with its high salaries, threatens to emasculate or destroy the high efficiency of the reportorial staffs. The newspaper publisher must learn to pay more money for real reporting even at the expense of money for faster presses. Men are more important than machinery in the profession of journalism.

You may help also by a sympathetic attitude and, perhaps most of all, you may help by differentiating between schools and departments of journalism which have adequate personnel and equipment and purpose and those which have not.

If this society would undertake a study and classification of the institutions offering instruction for journalism, combining with its committee a committee from the American Newspaper Publishers Association—representing the publishers—and from the National Editorial Association—representing the rural press—much might be done to stimulate the schools of journalism to even better work. I suggest, if I may, a committee looking towards such cooperation with these other organizations

with a view to such survey and classification. It would be welcomed, I am confident, by the teachers of journalism.

Are the schools of journalism getting anywhere?

The oldest is only sixteen years old. The methods are experimental. How long did it take courses in law and medicine to attain their present value? Even yet has the last word been said as to educational methods in schools of law and schools of medicine? That there can be and is help to the profession of journalism from the schools seems assured. The number of better trained men and women, the dignifying of the calling, the ingraining of ideals in the formative period of educational life—these have been done. That education is necessary for a journalist all must agree. That education outside the newspaper office has decided advantages is demonstrable. Every position requires education for its proper fulfillment—except that of idiot.

Are the schools of journalism getting anywhere?

Examine the status of journalism today as compared with twenty years ago. Despite many examples of low ideals and poor practice, American journals today are better in appearance, more persistent in seeking after truth, fairer, more ably edited, more intelligently covering a broader field, and conducted upon a generally higher plane than two decades ago.

The personnel of the staffs has improved. The workers are more mature, more serious minded, more concerned with a profession than a job. There is less of bohemianism, more of dependability, less of itineracy, more of intellectualism; more open mindedness; more vision. The journalist today takes himself less seriously and his calling more seriously. Learning sits more lightly upon him though he has more of it—and less heavily and drearily upon his readers.

And with it all, from within the profession, as well as from without, there is effort at continued improvement in journalism. The various criticisms of journalism are proof. Men within and without our craft study journal-

ism with interrogation and sometimes with axes. This organization is itself a proof of the growing interest in the improvement of journalism. It must be a profession of progress. Where there is no vision the people perish; where there is no professional spirit the profession dies. We are interested in new methods, in higher practice, in canons of journalism growing up from within, not imposed from without. We are continually, as we are concerned with the profession that is ours, insisting on higher standards not merely of newspaper production but of newspaper personality and service. If there are those amongst us recreant to this high trust, the professional spirit which is growing apace in American journalism will seek to win them back again by mild and gentle words or, failing, will scourge them with whip of small cords from the temple they profane.

In all this the schools of journalism in the last decade and a half have played and are playing a not inconsiderable part. They will play a larger part if they have your confidence, your constructive criticism and your sympathetic support.

The new journalism is a profession which holds its ideals high, ideals we all have in our inmost hearts, whatever we sometimes in our weaker moments say or do. Sometimes we dare express these ideals and occasionally we succeed in putting them into practice.

What is the new journalism? Is it not a journalism of adventure and opportunity, of high minded, unselfish service unto the common good? Is it not a fascinating, unfinished, new adventure?

When do we enter into the kingdom of the new journalism or the democracy thereof? The French peasant by the roadside was asked by a passing traveler, "Where is the city of Lille?" "I do not know," said the peasant, "but the road to it lies that way." The road to the new journalism lies that way, through a professional spirit, high ideals and consecrated personality within the profession. And the road is pointed out and made plainer and more sure for struggling feet by the newly lighted lamps of schools of journalism.

DEDICATORY CEREMONY FOR JAY H. NEFF HALL

September 1, 1920.

The dedicatory ceremony for Jay H. Neff Hall, home of the School of Journalism of the University of Missouri, was held in conjunction with the opening convocation of the fall semester of the University, at 10:30 o'clock A. M., September 1, 1920. Dr. A. Ross Hill, president of the University, presided at the ceremony, which was held in the University auditorium.

The University faculty, in academic costume, the Board of Curators of the University, and distinguished visitors occupied the rostrum with Dr. Hill and Ward A. Neff, who gave the new journalism building to the University as a memorial to his late father, a distinguished agricultural editor of Kansas City.

Dr. Hill called the meeting to order and introduced the Rev. Samuel R. Braden, professor in the Missouri Bible College, who gave the following invocation:

"Most Merciful and Mighty God, thou who are the source of all laws and the author of all truth, we pray that at the beginning of this new year thou wilt be present to guide, direct and control our acts. We ask that this may be a good year; spare us from sickness, give us power of mind, unity of purpose, and a sense of our obligation to the generation in which we live. Grant that we may be willing to help others less fortunate than we.

"We would ask you to bless the memory of him who has so generously helped this School and helped the students in it. May they all remember the example he has set. We pray for Thy blessing on this meeting and on this year, that we all may live for the greatest possible good. Amen."

Dr. Hill introduced Dr. Talcott Williams, dean emeritus of the School of Journalism of Columbia University, who read the first nine verses of the Thirty-third chapter of Ezekiel, designated by him as the essence of every good journalist's creed.

The verses referred to follow:

"Again the word of the Lord came unto me, saying,

"Son of man, speak to the children of thy people, and say unto them,

"When I bring the sword upon a land, if the people of the land take a man of their coasts, and set him for their watchman;

"If when he seeth the sword come upon the land, he blow the trumpet, and warn the people;

"Then whosoever heareth the sound of the trumpet, and taketh not warning, the sword come, and take him away, his blood shall be upon his own head.

"He heard the sound of the trumpet, and took not warning; his blood shall be upon him. But he that taketh warning shall deliver his soul.

"But if the watchman see the sword come, and blow not the trumpet, and the people be not warned; if the sword come, and take any person from among them, he is taken away in his iniquity; but his blood I will require at the watchman's hand.

"So thou, O son of man, I have set thee a watchman into the house of Israel; therefore, thou shalt hear the word at my mouth, and warn them from me.

"When I say unto the wicked, O wicked man, thou shalt surely die; if thou dost not speak to warn the wicked from his way, that wicked man shall die in his iniquity; but his blood will I require at thine hand.

"Nevertheless, if you warn the wicked of his way to turn from it, if he do not turn from his way, he shall die in his iniquity; but thou hast delivered thy soul."

Dr. Hill, again addressing the audience, said:

"The chief interest this morning relates to a gift to the University. We are proud a young graduate has seen

fit to contribute from his own purse the first building ever to be erected on this campus by one man. I recall today many occasions on which I held conference with a young fraternity man—it was in the days when faculty conferences with fraternity men and even sorority women were no common things. One young man in particular I remember. He was a quiet leader among his fellows, and assumed a prominent position in most of their affairs. He was a great aid to the faculty in instilling the desired spirit and ideals in the minds of the fraternity men of the day.

"Some time after Dean Williams had announced a graduate of the School of Journalism was to erect a new home for the School, I was deeply gratified to learn that it was this young man, Ward A. Neff, who was the donor. I, likewise, am pleased at this time to present to you Mr. Neff himself, whose devotion to his Alma Mater has caused him to give her this admirable gift."

"You do me honor in this greeting," said Ward Neff, "a greeting which would warm the heart of any Missourian returned to his Alma Mater. But to me it is more; it is an unconscious tribute to the life which made this event possible.

"The hour is a very happy one to me, because it marks the consummation of an ambition. If this new building for the School of Journalism perpetuates the memory of a man whose standards in life were those high ideals of journalism, and if Jay H. Neff Hall contributes to the making of more men who will live those ideals, and whose practices in their profession will earn for them the highest respect and esteem of their fellow-men—then success will have crowned my undertaking.

"The development of such men rests in the hands of those familiar with the task. No better could be found to carry it on. Henceforward, they will serve with improved facilities. Into their care I am happy to entrust my contribution.

"I now present to the people of Missouri, to the State University and to the School of Journalism, Jay H. Neff

Hall, that truth, fairness, devotion to duty, and unselfish public service in journalism may endure."

Dr. Hill presented H. J. Blanton, editor of the Monroe County Appeal, Paris, Mo., and a member of the Board of Curators of the University, who accepted the new building.

"As I see the School of Journalism about to move into its beautiful new structure, I think of certain duties and obligations resting upon it," he said. "It must forever continue launching out into a higher and more useful plane, else it will not be worthy of its new home. Jay H. Neff Hall will be a beautiful ornament as it stands yonder on the campus, but to me it means much more than that. There the boys and girls who will become members of my own profession are to be educated and trained. Their future presents a big problem.

"We of this day are concerned not with the old problem of whether there shall be at this University a School of Journalism. That argument has been effectively settled by the record of success made by the School since its establishment. We now are concerned with the type of journalists who are trained there. We want to know whether they shall have the Christian spirit and public ideals, or whether they shall be selfish and self-centered, thinking only of themselves.

"When I look at the other buildings around the campus, the Law Building, the Medical Building, and the others, I am shocked to think that all these professions have come within the pale of the law and that commissions to regulate them have been established. I don't want this to happen to the professions of journalism. The presence of only a few unworthy ones in the other professions have caused the creation of commissions to regulate them. The same situation can have the same effect on journalism if it is permitted to exist.

"There is today only one profession where the members go their life work with the assurance that they can never hope to possess a large share of the world's goods.

That is the ministry. But journalists are in a somewhat similar situation for it is not the usual thing for the newspaper man to amass a great amount of wealth. That, however, must not be considered an argument against the profession. There are so many more worth while things.

"This new building stands as a monument to thought. It is the climax of a thought made by Dr. Williams of New York, and lodged in Mr. Neff's mind. The result is Jay H. Neff Hall. Most progress, indeed, can be traced directly to thought conceived or placed in the minds of newspaper men, and through them spread to many minds. It is when we set great thoughts in motion that we do ourselves and our community good.

"And now, on behalf of the University of Missouri, the Board of Curators, the School of Journalism, the people of Missouri, I thank you who had a part in bringing to pass this beautiful building, so generously given in a great cause."

Dr. Hill again spoke:

"Schools of journalism are relatively new, and the erection of this new building is attracting widespread interest in the profession. Messages have been received today from many newsgathering associations and prominent journalists, congratulating the School on the dedication of its new home.

"Mr. Neff, the donor of the building, feels that all the honor being paid him on this occasion rightfully belongs to his father, to whose memory a tablet will be erected in the Hall."

The unveiling of the tablet, which was placed on the rostrum, brought long continued applause from the audience.

"Those who are interested in the University of Missouri and in the School of Journalism naturally want to know more of this man whose memory is to be perpetuated in Jay H. Neff Hall," continued Dr. Hill. There is here one who was closely associated with the elder

Neff when his residence was in Kansas City, a man who knew him intimately, and admired his character and principles. I present Hon. John T. Harding of Kansas City, an alumnus of the University of Missouri."

"It is an unearned credit to speak on this occasion," said Mr. Harding "and pay my poor tribute to the rich memory of my neighbor and friend. Jay Neff's home was a stone's fling from mine. His path sometimes ran parallel to mine. I enjoyed his friendship; I sought his counsel; I prospered by his example. I have sat with him at the banquet board where weighty matters were forbidden, and heard his speech exempt from care. I have knelt with him in the sanctuary of the Thirty-third Degree and listened to his voice in solemn import. When his light went out in the big West, we laid his kingly head down gently, very gently, on the sleeve of Mother Earth.

"I will refrain from the facts and figures that go to make up the sum of his public life. They tell the story of a strong, successful man, but he was more than that—infinitely more than that. I shall attempt to sketch his strong, calm face and portray the high lights that index and interpret his great spirit. That is the profit, for after all when the last figure is forgotten and the last word said and all is done, this radiant, everlasting truth remains: It is the spirit that quickeneth.

"Thoughts are things, and thinking is a habit. Wrong thinking is leprosy and he who continues in it will become a leper. The difference between a lofty man and the low-browed felon, crouching in his restraining cell, is the result of their contrary habits of thinking. Jay Neff was a habitual right thinker. He kept a porter at the door of thought and admitted no unwelcome guest, and his face was the face of an upright man. He was just and generous and charitable and these three graces set their confirming seal upon his forehead. He hated none, envied none, feared none, and in his countenance there was no track nor trace nor hint of that guilty triad. He thought definitely, accurately, and forcefully, and clear,

decisive lines gave evidence of that habit. He had faith in himself. He trusted himself. He was the Master of his Fate! He was the Captain of his Soul! And his strong features, strong as chiseled marble, manifested his strength. He was—to say it all at once—he was an American gentleman, who trusted men, honored women, and worshipped God.

"He was a journalist of the first degree and his publications were as dependable as his character. No guilty nor unclean thing ever passed through his presses. He was a busy man with big affairs, yet he stopped and stooped down to lift the peoples' loads. He sought privacy and was drafted to high office. He hated the spotlight, but the public turned it on him. He was reserved but compelling prominence was his because of a force which he could not conceal. He outlived the Lusitania only three months, but after the Kaiser committed that stupefying crime, he recognized no twilight zone between loyalty and disloyalty and had nothing to offer Germany but the iron heel.

"And now comes his worthy son, a journalist too, striding in his father's tracks, with his father's face and his father's force, with his father's big heart and wide vision, and in his father's name, makes his Alma Mater this princely gift. He could have done no wiser thing. He could serve his country in no nobler way. My heart is full, but his presence prohibits my saying more.

"I am a devotee of the School of Journalism. I believe in its mission. I have faith in its future. I love its founder. I have followed him all the way from devil to dean. I know his faith, his devotion, his mission, and I join in the belief that this School is a public necessity. It is not over statement to say that during these restless times a greater responsibility rests on journalists than on any other profession. Why? Because he thinks for the public. He makes public opinions, and public opinion turns the multitudinous wheels of the world. Law is a public opinion boiled down in the crucible of debate. Constitution

is public opinion crystallized and held in statu quo. Public opinion! And laws are repealed and constitutions amended. Public opinion! And customs change and traditions fail. Public opinion! And slavery fights, fails, and disappears. Public opinion! And drunkenness follows slavery. Public opinion! And woman comes into her tardy dower and takes her seat in the councils of the nation. Public opinion! Aristocrat, autocrat, democrat—three in one. Public opinion! Law, judge, jury, hangman, all in one. Public opinion! And Presidents and parties rise and fall. Public opinion! And crowns crumble while saddlers reign. Public opinion! And the sceptre is swapped for the saw. Public opinion gone mad and there is the shock of soldiery. Regiment is hurled against regiment, tempest grapples with tempest, earthquake is at the throat of earthquake. Public opinion! Pontius Pilate and the cross.

"A big thing—this making up the mind of the world."

Dr. Hill, in introducing Dr. Talcott Williams, said: "The present occasion marks a new event for the profession of journalism and for the country as a whole. It would not be complete without some glimpse into the future, where we may see something of the new task confronting the new journalists, those who are to come from Neff Hall. We are fortunate to have with us one with wide knowledge in the field, one whose travels have taken him to many parts of the world, an experienced teacher of journalism who has been honored by many colleges and universities. I take great pleasure in introducing Dr. Talcott Williams, retired dean of the School of Journalism of Columbia University."

"Dr. Williams said: "The newspaper man no longer reports only the past, the has been. He has become the watchman of the republic on the walls of the future. The new home of the School of Journalism in the University of Missouri, we dedicate today, is a watch-tower of Journalism in which the watchman of the state will be trained. Who can better discharge the task of training these

watchmen of the future than our prophet of the journalism of today, Dean Walter Williams? Twelve years ago he foresaw the need and demand for the training of journalism. Six years before he began the task, Joseph Pulitzer, indomitable as he was, sadly reached the conclusion that the great gift he offered to Columbia University was premature. He postponed its use until a year after his death. His gift had met with widespread condemnation from many newspapers and ridicule from some. The public of education was incredulous. President Eliot said that academic training was better preparation for journalism than a school devoted to technical training. In the face of all this, Dean Williams took up the task. He led the way, he organized the first School of Journalism, and this building is the fruit of his teaching, the gift of his pupil, Ward A. Neff, a graduate of the School who comes today

With laurels on his brow
To pay his vow

alike to the Father who gave him life and example and the great teacher in journalism who inspired and trained his mind.

"So to this place and this occasion I have come to express here as I have often elsewhere my obligation and gratitude to Dean Williams.

"In the spring of 1912, when I had the honor of being called to serve the Pulitzer School of Journalism as its Director, I visited every institution where any courses were given in the training of the journalist. Here and here only I found a school in operation as a separate entity, here I saw the recognition both of academic training and of the technical work of the newspaper, and here, too, was a real journalist who knew his job at this great task, successfully achieved by him. He has done more than any other man or all men to change the opinion of journalists in the great central population of America on the teaching of journalism. As I think of him as doing

this great work, hard by the gathering of the mightier rivers of our continent on whose banks and in whose valleys his pupils work, for his beatitude I turn to the stately rendering by St. Jerome of a passage in Isaiah,—Beatiqui seminatis omnes aquas," or "Blessed are ye who sow beside all waters."

"The graduates of this School, equipped by his training, who go out from this building accurately to chronicle, will shape, record, and reveal the public opinion of the day, they will instruct society in the great school of the newspaper, they will share in the leadership of parties and political movements. Two journalists are today the candidates for President, named by the two parties which divide the destiny of the republic. For years, as editors, as proprietors, they have not only been printing the news of the day but considering the broad future of affairs as no men do in any other calling. The newspaper man's new duty is to foresee the future and its issues, to prepare the public for them and like the prophets of the past, to be watchman on the walls of our Israel.

"Such a duty in his field was discharged by Jay H. Neff, after whom the new journalism building is named, He did not, like his early predecessors in the field of agricultural journalism, follow the routine of the farm, satisfied with the common places of traditional cultivation. He organized knowledge of the market. He met the needs of a specific region. What had been inert scientific discovery, he spread as a living inspiration and instruction for the farmer's daily task.

"This change has come to journalism in every field. Two score years ago, the newspaper still waited for its issues on parties and public men. Samuel J. Tilden, older men will remember as the leader of the democracy of reform in 1876. In 1875, when as Albany correspondent of the World I suggested to him that newspaper men might not give much space to a Governor's message taking up Free Trade, he retorted: 'Issues are not made by newspapers, but by events, by men and by principles.'

Two years later Disraeli became Lord Beaconsfield and declared in the House of Lords that the world was governed not by the many or by newspapers, but by 'sovereigns and by statesmen.'

"The world has changed. The many rule. The newspaper furnishes the only universal reading of the many. The future is its own. A Missouri journalist, Joseph Pulitzer, was the first to break once and for all with the past when newspapers waited on parties and attached themselves to the fortunes of statesmen and part leaders. When he bought the New York World in 1883, he named ten reforms as the platform of his newspaper. I remember well it seemed incredible that this advance should come. Railroads and corporations seemed all powerful, apparently able to command at will executive and legislative action, sometimes judicial. They were to be regulated and taxed. Regulated and taxed they have been. Civil service reform, the drastic punishment of corruption, the prohibition of vote-buying by great funds, and the coercion of employes in elections, accumulative income tax, probate taxes on the great fortune. These we all accept today. They seemed impossible then when Pulitzer flung this challenge to a world supine under these evils.

"He had prepared himself for the task. Arduous reading in addition to all the labors of a journalist. Political economy and history first trenched upon his eyesight, which later he was to lose under the nervous pressure constantly overworked and overworking. He had made a creed for himself, engendered of all other influences. All the power and weight of a great newspaper, successful at every point with its definite platform, its editorials, and its business success were directed to carry these things, and carried they were.

"This is the constructive journalism of today. This is the newspaper man's new task. The newspaper no longer waits on men or on parties. This presidential campaign will be won by the circulation of newspapers, and not by

the circulation of money. News is standardized. No one newspaper in the war just over conspicuously outstripped organized news. Local news of the lesser, routine order takes less space. World news, national news, and the news of trade and finance, all requiring the trained expert, take more columns. The Sunday newspaper becomes more and more the platform of the individual newspaper man equal to the great task of explaining news and illuminating the future.

"Penetration, the gift of expression, the unfailing instinct alike for the interest and the interests not of the few, but of the many, will be needed more than ever by constructive journalism. It will not suffice for the trained man merely to know news and to edit news, but to understand news; to be able to unravel financial riddles; to know where the facts can be obtained; to appreciate their influence upon public opinion and to guide public opinion into wise channels by being wiser than the opinion of the many.

"For this great task no toil can be too arduous, no self-sacrifice too great, no resolution too unbending, and no just ambition too high. To be ready for work like this, you of this School of Journalism must see with an even eye the news of today and the vision of tomorrow. You must forge on the anvil of your conscience with the hammer of principle your conception of the reforms which society needs, and you must sedulously learn how these can be achieved. All your work will give you opportunity. The report of an event needs to be told without comment, but with clear, definite knowledge of the effect of that event upon the moving tides of life. Every news head is an opportunity accurately to teach men what the news really stands for, what is important in it and what is trivial and transitory. Every article on immediate issues needs to be written, steered by the landmark of the great reforms to which you propose to dedicate your lives and your work.

"You who are before me will live into the untrodden years that I shall never see, and those who teach you will never see, but you will know those years and if you enter upon the task before you, determined that certain changes are needed, that this or that alteration is required, you will probe the foundations of society, learn all the facts, acquire expert knowledge of the mechanism of society, see its lacks, and know how they can be remedied.

"This is not to be won by mere training in the mere tricks of writing or even in style and force. The besetting temptation of the young newspaper man is to believe that if he can write all is won. It is necessary also to have something to say. You cannot move and change society unless you know the needs of society. You cannot know these needs except by patient study of subjects often deemed dull. The shores of journalism are strewn with the wrecks of men who trusted to mere dexterity. Beware how you leave it to take tempting writing courses, dear to the writer. You cannot acquire a creed upon the constructive work for society without work on its foundations. Newspapers are beginning to carry at the masthead a creed for the city. Nothing is more perilous than half-baked cares for the problems of society.

"These problems are all about us. In 1910 out of twenty million families in the United States, nine million five hundred thousand lived in houses of their own. We need to carry this advance and reform up to 100 per cent, even on the thronged island of Manhattan where not one family in twenty-five or thirty lives in a house of its own. A few changes in the laws would make it possible for every city family to own their homes on the new cooperative plan. We need to fling open the door of education as freely at the door of the college as in the high school. We already see that the minimum wage is needed for those at the bottom. You may see a graduated taxation on incomes and inheritances not always wisely used, to set limits to a maximum wage at the

top. You will see great diseases driven from our death lists and the mother and the child protected from the hideous waste which slays one child in eight before it is five years old. It was once two children in four. If you study this problem and use every opportunity to make its solution known, you will see this proportion of one child in eight dead at five drop, as it could and might, to one child in twenty-five.

"The world must become a great nation of states. Life must be opened on equal terms to all and we must learn that the discharge of duties and obedience to law is to be secured not by penalties that make failure painful, but by changes that make duties happier and more easily discharged. Even in that most difficult of all problems—marriage—our aim ought to be not only to make divorce difficult but to make wedlock happier, too happy for any to seek to break from it.

"These are the possibilities of our calling. This is the trumpet note which sounds to us from the battlements of the future. This is the challenge of tomorrow to the journalist of today. For this you have been trained; for this, this School was established, 'to make better journalists; to make better newspapers; to serve the public better.' May God give you the vision to see, the resolution to act, the industry to achieve, the devotion to great principles and great ideas which will make all labor easy, and when old age hath this generation spent, may your eyes look back to see wrongs that are gone, look around you to see reforms that have come, and to look at the future serene and unshaken in a universe over which a just God leads humanity to the better under the light of a beneficent publicity."

Who's Who

School of Journalism Professional Faculty

1908-1928

Joseph Glenn Babb, B. J., U. of Mo. 1915; A. B., U. of Mo. 1914. Reporter, St. Joseph (Mo.) Gazette 1915; Reporter New Bedford (Mass.) Standard 1915; News Editor Japan Advertiser, Tokyo, 1915-17; Acting assistant professor of journalism, University of Missouri, Aug. 1919-Jan. 1920; News Editor Japan Advertiser, 1920-22; Managing Editor Japan Advertiser 1922-23; Correspondent Associated Press of America in Tokyo 1924; Associated Press in New York City, then San Francisco 1924-26; Chief of Far Eastern Bureau of Associated Press, 1926 ——. Member Sigma Delta Chi and Kappa Tau Alpha. Address c/o Associated Press, Tokyo, Japan.

Marian Jamie Babb, (Mrs. Frank J. Beard), A. B., U. of Mo. 1919; B. J., U. of Mo. 1922. Reporter Daily Capital-News, Jefferson City, Mo., Feb. 1922-Jan. 1923; assistant in journalism, University of Missouri, Aug., 1923-Aug. 1924. Member Theta Sigma Phi and Kappa Tau Alpha. Home: 839 South Ave., Springfield, Mo.

Silas Bent, A. B., Ogden College 1902. Reporter and assistant city editor Louisville Herald, 1902-05; Louisville Times, 1905; Reporter St. Louis Post-Dispatch 1905-08, and assistant city editor 1908; Assistant professor of the theory and practice of journalism, University of Missouri, Sept. 1908-Feb. 1909; Reporter on Chicago Evening American, New York Herald and New York Tribune (now combined), New York World and the Sunday staff of the New York Times; associate editor The Nation's Business, 1920-22; two years directing publicity for the Chicago Banking Reform League; publicity for Democratic National Committee in Presidential Campaign of 1920. Free lance writer, 1922—Author of "Bally-

hoo" and numerous special articles in newspapers and periodicals. Address: 229 W. 43rd St., New York City.

Frederick Philip Bohn, B. J., U. of Mo. 1924. Advertising manager, Constitution, Chillicothe, Mo., July 1924-Sept. 1925; Instructor in photo-illustration, University of Missouri, July 1925-Sept. 1927; Advertising manager Chillicothe Constitution, 1927 ——. Member Sigma Delta Chi. Home: 424 Elm St., Chillicothe, Mo.

John Harold Casey, B. J., U. of Mo., 1920. Reporter and advertising solicitor, Knoxville (Ia.) Express during vacations prior to 1920; Agricultural editor, Nashville (Tenn.) Tennessean, June-Dec. 1920. Advertising staff, Japan Advertiser, Tokyo, 1921-22; Associate editor Trans-Pacific Magazine, Tokyo, 1922-23; Assistant professor of journalism, University of Missouri, 1923——; Associate professor of journalism, University of Oklahoma, during leave from Missouri, 1927——; Taught summer school U. of W. Va., 1925 and 1926; Taught summer school George Peabody College for Teachers 1927. Honorary member Kappa Tau Alpha and Sigma Delta Chi. Author of bulletin, "The Small Community Weekly" and magazine articles. Address: Faculty Exchange, University of Okla., Norman, Okla.

Joseph Edwin Chasnoff, B. J., U. of Mo., 1911. (Deceased). Instructor in advertising July 1911-July 1912.

Elihu Read Childers, B. J., U. of Mo. 1919. Proprietor, Columbia (Mo.) Herald 1910-13; Assistant professor of journalism, University of Missouri, 1921-24; proprietor, Herald-Statesman Publishing Co., Columbia Mo., 1923-26; expert in typography and engraving, New York City, 1926——. Member Kappa Tau Alpha and Sigma Delta Chi. Address: Tenth Avenue and 36th Street, New York City.

Frances Grinstead, B. J., U. of Mo., 1921. City editor, Mexico (Mo.) Intelligencer, 1921-22; Woman's page editor, Spartanburg (S. C.) Journal, 1922-23; Graduate student in journalism, U. of Mo., 1925-26 and candidate for M. A. degree in 1928; Instructor in journalism, University of Missouri, Sept. 1927—. Member of Theta

Sigma Phi. Author of short stories and articles which have appeared in Country Gentleman, Success Magazine, School Arts Magazine, College Humor, American Cookery, farm publications, newspapers and church publications for young people. Home: 1621 Hinkson Ave., Columbia, Mo.

Emery Kennedy Johnston, B. J., U. of Mo., 1922; M. A. U. of Mo. 1928. Graduate work done at universities of Wisconsin and Missouri. Instructor in Business Administration, University of Wisconsin, 1922-24; Assistant professor of advertising, University of Missouri, 1924——. Member Kappa Tau Alpha, national president, Alpha Delta Sigma. Author of "Advertising Campaigns." Columbia address: 920 Providence Rd., Columbia, Mo.

Charles Edward Kane, B. J., U. of Mo., 1915. Assistant in journalism, University of Missouri, 1915-16; Instructor in journalism, 1916-17; City editor, Democrat-Forum, Maryville, Mo., 1919; Missouri University publisher, 1919-21; Assistant editor, Illinois Central Magazine (Chicago) 1921-25; Editor Illinois Central Magazine 1925——. Member Sigma Delta Chi, Kappa Tau Alpha, Industrial Relations Editors of Chicago, National Safety Council, American Railway Magazine Editors' Association. Author of bulletin, "The Journalists' Library". Address: 7637 Kingstin Ave., Chicago, Ill.

William Henry Lathrop, B. J., U. of Mo., 1928. Commercial photographer 1923-25 and 1926-27; teacher 1922; instructor in photo-illustration, University of Missouri, 1928——. Contributor of special articles to photographic magazines. Address: 208 South Eighth Street, Columbia, Mo.

Sara Lawrence Lockwood (Mrs. Walter Williams), B. J., U. of Mo., 1913. Reporter, St. Joseph (Mo.) Gazette, 1913-15; asst. in charge of journalism library, University of Missouri, 1915-16; Reporter, Tulsa (Okla.) Times and Democrat, 1916-18; Reporter, Philadelphia Evening Public Ledger, 1918-21; assistant professor of journalism,

University of Missouri, June 1921-Sept. 1927; Reporter Honolulu Star-Bulletin, summer 1927. Member of Press Congress of the World, Honolulu Advertising Club, national president of Theta Sigma Phi, honorary member Kappa Tau Alpha. Contributor of special articles for newspapers and magazines. Editor of bulletins: "Written by Students in Journalism", "Missouri Alumni in Journalism", and "Women and the Newspaper". Home: 102 South Glenwood Ave., Columbia, Mo.

Robert Stanley Mann, B. J., U. of Mo., 1913; M. S, Columbia University, 1927. Assistant, Missouri School of Journalism, 1913-14; Reporter, copy reader and assistant telegraph editor respectively, Cincinnati (Ohio) Post, 1914-16; Reporter, copy reader, state editor and financial editor, Cleveland Press, 1916-18; Assistant professor of journalism, University of Missouri, 1918-23; Associate professor of journalism, 1923——. Member Kappa Tau Alpha, associate member Sigma Delta Chi. Editor, the Journalism Series, University of Missouri Bulletins, most of time since joining faculty; Revised sixth, seventh, eighth and ninth editions of "Deskbook of School of Journalism"; author of bulletin, "The Editorial Page". Address: 1410 East Broadway, Columbia, Mo.

Frank Lee Martin, A. B., U. of Neb., 1902. Reporter, Kansas City Star, 1902-06; Assistant telegraph editor, 1906-07; Assistant city editor, 1907-09; Assistant professor of theory and practice of journalism, University of Missouri, Feb. 1, 1909-12; Associate professor of theory and practice of journalism, 1916——; News editor of Japan Advertiser (Tokyo) during furlough from University, 1915-16. Honorary member of Sigma Delta Chi and Kappa Tau Alpha. Co-author of "The Practice of Journalism" by Williams and Martin, and author of bulletins, "Journalism for Teachers" and "The Journalism of Japan". Home: 200 Edgewood Ave., Columbia, Mo.

Henry Francis Misselwitz, B. J., U. of Mo., 1922. Reporter, St. Louis Post-Dispatch, 1922-23; Assistant in journalism, University of Missouri, Aug. 1923-July 1924; Reporter, Japan Advertiser, Tokyo, 1924-26; United Press correspondent in the Orient, 1926; Correspondent in Orient for New York Times 1927——. Member Sigma Delta Chi and Kappa Tau Alpha. Address: American Club, Shanghai, China.

Horatio Booth Moore, B. J., U. of Mo., 1922. Student assistant in journalism 1922-23; instructor in photo-illustration, University of Missouri, 1923-25; Commercial art work, Miami, Fla., 1925——. Member Kappa Tau Alpha and Alpha Delta Sigma. Author of bulletin, "Illustration in Advertising". Address: Box 815, West Palm Beach, Fla.

Thomas Cecil Morelock, B. J., U. of Mo., 1922, A. M., U. of Mo., 1927. University publisher and editor of Missouri Alumnus, 1921-22; publisher Green City (Mo.) Press, 1922; Reporter, copy reader, column writer, and telegraph editor respectively, Quincy (Ill.) Daily Herald, 1922-24; Instructor in journalism, University of Missouri, Aug. 1924-Sept. 1927; Assistant professor of journalism, 1927——. Member Kappa Tau Alpha; associate member Sigma Delta Chi. Editor, the Journalism Series, University of Missouri bulletins, 1926-27. School of Journalism representative on the executive committee of the Missouri Interscholastic Press Association. Home: 109 South William St., Columbia, Mo.

Don Denham Patterson, B. J., U. of Mo., 1917. Reporter Kansas City Star, 1916-17; Editor The Associated Press, Des Moines, 1917 and in Kansas City, 1919; Business manager, The Weekly Review of the Far East, Shanghai, China, 1919-22; Assistant professor of advertising, University of Missouri, 1922-24; Solicitor, advertising department, Curtis Publishing Co., 1924——. Member Kappa Tau Alpha, Alpha Delta Sigma and Sigma Delta Chi. Author of bulletin, "Journalism in China", and of magazine articles. Address: Curtis Publishing Co., 231 LaSalle St., Chicago, Ill.

John Benjamin Powell, B. S. in J., U. of Mo., 1910. Business manager and city editor, Courier-Post, Hannibal, Mo., 1910-12; instructor in advertising, University of Missouri, 1912-17; Editor and publisher, Millard's Review (now the China Weekly Review), 1917——; also editor, The China Press, Shanghai; Correspondent, Chicago Tribune in China, 1919——. Member of National Press Club, Washington, D. C.; Vice-president for Orient, Associated Advertising Clubs of the World; Author of bulletins, "Building a Circulation" and "Newspaper Efficiency in the Small Town". Address: 4 Avenue Edward VII, Shanghai, China.

Joseph Willard Ridings, B. J., U. of Mo., 1926. Instructor in journalism, University of Missouri, Sept. 1926-Sept. 1927; Head of department of journalism, Texas Christian University, 1927——. Member Sigma Delta Chi and Kappa Tau Alpha. Author of feature stories and humor in Life, Judge, Harper's, Collier's, Saturday Evening Post, Everybody's, Youth's Companion, Ladies' Home Journal, Christian Science Monitor, Chicago Daily News, Los Angeles Times, Kansas City Star, St. Louis Post-Dispatch, Fort Worth Star-Telegram, Dallas News, etc. Address: Texas Christian University, Fort Worth, Tex.

Charles Griffith Ross, A. B., U. of Mo., 1905. On staff of University Independent 1903; Business manager University Savitar, 1904; Columbia (Mo.) Herald 1904-06; City editor The Victor (Colo.) Daily Record 1906; Reporter St. Louis Post-Dispatch 1906-07; Reporter and copy-editor St. Louis Republic 1908; Instructor in journalism, University of Missouri, 1908-10; Assistant professor of theory and practice of journalism, 1910-12; Associate professor of theory and practice of journalism 1916-18; Editorial staff of Melbourne (Australia) Herald during leave of absence from University of Missouri 1916-17; Washington correspondent St. Louis Post-Dispatch 1918——. Author of "The Writing of News", "The News in the County Paper"; contributor of special

political and current-events articles in periodicals. Member Gridiron Club, Washington, D. C. Address: In care of Post-Dispatch Bureau, Washington, D. C.

Julia Elizabeth Sampson, Graduate of Stephens College, library training, U. of Mo. Instructor in Stephens College after graduation until 1917; Assistant librarian in charge of Arts and Science Reading Room, 1917-20; assistant librarian, in charge of Journalism Library, 1920——. Address: 1211 Broadway, Columbia, Mo.

Helen Jo Scott, A. B., Miami University, 1923; B. J., School of Journalism, University of Missouri, 1927. Teacher of English: Trenton, O., High School, 1923-24, and Highland School, Columbus, O., 1925. Teacher of English and director of publications: Royal Oak, Mich., High School, 1927. Assistant editor Electric Refrigeration News, Detroit, summer, 1927. Instructor in journalism, University of Missouri, Sept. 1927——. Member of Theta Sigma Phi and Kappa Tau Alpha. Author of newspaper and trade journal articles and verse. Address: 6 Westwood Avenue, Columbia, Mo.

Eugene Webster Sharp, A. B., Princeton U., 1921; B. J., U. of Mo., 1923; A. M., U. of Mo., 1926. Reporter Oklahoma City Times, Oct. 1922-March 1923; News editor McAlester (Okla.) News-Capital, March 1923-June 1924; Instructor in journalism, University of Missouri, July, 1924-Sept. 1927; Assistant professor of journalism, 1927——. Associate member Sigma Delta Chi. Won Powell editorial prize 1922. Author of bulletin, "International News Communications", and "News From China" in China Weekly Review. "Address: 1617 University Avenue, Columbia, Mo.

Herbert Warren Smith, B. S. in J., U. of Mo., 1911. Art department, Barnes-Crosby Co., St. Louis, 1911; Manager art department, Blumenstock Bros. Advertising Agency, St. Louis, 1911-13; Assistant in journalism, University of Missouri, 1913-15; Instructor in illustrative art, 1915-17; Instructor in advertising, 1917-18; Assistant professor of advertising, 1918-23; Copy-writer, Hatcher &

Young, Inc., Chicago, summer 1916; Staff of Inland Printer, summer 1920; Manager copy and art department Dallas (Tex.) Morning News and Dallas Journal, 1922——; Lecturer in advertising, Southern Methodist University, 1922——. Author of bulletins, "Making the Printed Picture" and "Picture Plates for the Press." Member Alpha Delta Sigma. Address: 3457 Potomac Ave., Dallas, Tex.

Thomas Leslie Yates, B. J., U. of Mo., 1924. Staff of Bethany (Mo.) Republican, summer 1923; Advertising manager, Fulton (Mo.) Evening Gazette, 1924-26; Instructor in advertising, University of Missouri, Aug. 1926——. Member Alpha Delta Sigma, Sigma Delta Chi, Kappa Tau Alpha. Home: 5 Kuhlman Court, Columbia, Mo.

Walter Williams, LL. D. Missouri Valley College, 1906; LL. D. Kansas State Agricultural College 1909; LL. D. Washington University, 1926. Editor and part-owner Boonville (Mo.) Advertiser, 1884-89; Editor Columbia (Mo.) Herald, 1890-1908; Established the Country Editor (monthly) 1895; Editor St. Louis Presbyterian, 1897-99; Editor Daily State Tribune, Jefferson City, Mo., 1898-1902; Dean, School of Journalism, University of Missouri, and professor history and principles of journalism, 1908——. Pres. Mo. Press Association 1887; Pres. Nat'l. Editorial Ass'n., 1895; President for North America, International Press Congress, Berne, Switzerland, 1902; Organizer and secretary World's Press Parliament, St. Louis, 1904; Chairman executive Board of Curators, University of Missouri, 1898-1908; Commr. St. Louis Exposition to foreign press, 1902-04, and traveled in Africa, Asia and Europe in expn. interests. Fellow Kahn Foundation for Foreign Travel of American Teachers, 1913-14, traveling around the world. Director, International Press Congress San Francisco, 1915; First president Press Congress of the World, 1915-26; First president American Association of Schools and Departments of Journalism, 1916; Exchange professor National Uni-

versity of Mexico, 1925. Fellow British Institute of Journalists. Member National Press Club, Washington, D. C.; National Union of Journalists of Great Britain. Honorary member Sigma Delta Chi and Kappa Tau Alpha. Author of: "How the Cap'n Saved the Day"; "Some Saints and Some Sinners in the Holy Land"; "The State of Missouri"; "History of Missouri"; "Missouri Since the Civil War"; "Eloquent Sons of the South"; "From Missouri to the Isle of Mull"; "The Practice of Journalism"; "The World's Journalism"; "History of Northeast Missouri"; "History of Northwest Missouri"; "Journalism—the Newest Weapon for Democracy"; "The Press Congress of the World in Hawaii." Home: 102 S. Glenwood Ave., Columbia, Mo.

Student Assistants in Journalism

Those listed here have served as student assistants in journalism. Some were recipients of scholarships or awards and others were directly appointed assistants in certain departments of the School of Journalism:

Warren Henry Orr, Lawton, Okla.
Ernest Roper Evans, Armstrong, Mo.
John B. Powell, Hannibal, Mo.
Charles Arnold, Columbia, Mo.
Vaughn Bryant, Kansas City, Mo.
Frank Willis Cooke, Healdsburg, Cal.
Harry E. Ridings, Meadville, Mo.
Ralph Pruyn, Clark, S. D.
Walter Stemmons, Carthage, Mo.
Williams Earl Hall, Georgetown, Ohio.
Sanford A. Howard, Slater, Mo.
Robert S. Mann, Kansas City, Mo.
Herbert W. Smith, Vandalia, Mo.
Daniel M. McGuire, Jackson, Mo.
Thomas S. Hudson, Kansas City, Mo.
Thomas E. Parker, Carterville, Mo.
Sara L. Lockwood, Columbia, Mo.
J. D. Ferguson, Nevada, Mo.
Rex B. Magee, Tylertown, Miss.
Merze Marvin, Shenandoah, Ia.
Charles E. Kane, Maryville, Mo.
L. G. Hood, Bolivar, Mo.
Frank H. King, Columbia, Mo.
John W. Jewell, Springfield, Mo.
Harry E. Taylor, Traer, Ia.
A. G. Hinman, Oshkosh, Wis.
C. G. Forshey, Montgomery City, Mo.
E. M. Bailey, Columbia, Mo.
Gladys Baker, Madison, Wis.
Hazel Smith, Raton, N. M.
H. E. Rasmussen, Austin, Minn.
William E. Reaser, Kahoka, Mo.
Frank H. Scott, Belton, Mo.
Duke N. Parry, Kansas City, Mo.
Wheeler Godfrey, Kansas City, Mo.
Harold Hancock, Harrisonville, Mo.
Irene Fisher, Hannibal, Mo.
Reinhardt Egger, Centralia, Ill.
Elcy Armil, Joplin, Mo.
Maurice Votaw, Columbia, Mo.
Henry Sommers, St. Louis, Mo.
Frances Gray, Columbia, Mo.
Frank H. Hedges, Springfield, Mo.
John H. Casey, Knoxville, Ia.
Floyd Casebolt, Carrollton, Mo.
J. S. McCauley, Dallas, Tex.
Harry L. Mann, Jamesport, Mo.
B. L. Abernethy, Joplin, Mo.
J. H. McClain, Willow Springs, Mo.
Paul Sifton, Chicago, Ill.
John R. Morris, Lancaster, Mo.
Gerald F. Perry, Afton, Ia.
Paul J. Morgan, Columbia, Mo.
Corwin D. Edwards, Columbia, Mo.
Battle Williams, Chaper Hill, N. C.
Horatio B. Moore, Columbia, Mo.
Rae Klausner, St. Louis, Mo.
Frederick Tilberg, Dwight, Kan.
E. K. Johnston, Sedalia, Mo.
William T. VanCleve, Moberly, Mo.
Lyle C. Wilson, Oklahoma City, Okla.
E. A. Soderstrom, Butler, Mo.
James R. Gove, St. Louis, Mo.
Erwin F. McEwen, St. Joseph, Mo.
Bessie B. Marks, Kansas City, Mo.
Gordon A. Vizard, Pleasant Mills, Ind.

John F. Stahl, Madison, S. D.
Julius Chandler, Avondale, Mo.
Helen Louise Slater, Severy, Kan.
J. C. Waldron, St. Louis, Mo.
Edith May Marken, Hampton, Ia.
Norman J. Ulbricht, St. Louis, Mo.
Duane E. Dewel, Algona, Ia.
James W. Price, Princeton, Mo.
Lorance McKiddy, Kansas City, Mo.
Charles C. Clayton, Lincoln, Neb.
Glenn M. Brill, Sedalia, Mo.
Herbert J. Pate, Hobart, Okla.
Robert W. Jacobs, Sedalia, Mo.
Sylvia Ragon, Roseville, Ill.
J. Willard Ridings, Columbia, Mo.
Ethline Coleman, Waxahachie, Tex.
J. Russell Heitman, Sparta, Ill.
Donald W. Reynolds, Oklahoma City, Okla.
Paul Lindenmeyer, York, Neb.
Robert M. Jackson, El Paso, Tex.
Joyce Swan, Marion, Ill.
Douglas B. Cornell, Fall City, Neb.
Lawrence E. May, St. Joseph, Mo.
Vernon Nash, Holt, Mo.

SCHOLARSHIPS AND PRIZES

1915-16.

Eugene Field: Ralph Harnett Turner, Bartlesville, Okla.

1916-17.

Eugene Field: Don Denham Patterson, Macon, Mo.

1917-18.

Eugene Field: Raymond P. Brandt, Sedalia, Mo.

1918-19.

Eugene Field: Ralph Gravely, Bolivar, Mo.

1919-20.

Eugene Field: Courtney Lee Comegys, Ash Grove, Mo.

Jay L. Torrey: Mary C. McKee, Excelsior Springs, Mo.

Millard's Review Prize: Frank Hinckley Hedges, Springfield Mo.

1920-21.

Eugene Field: James H. McClain, Willow Springs, and Corwin D. Edwards, Columbia.

Jay L. Torrey: Mildred Keogh, St. Louis, and Ruth Taylor, West Plains.

John W. Jewell: W. E. Bradfield, Fort Collins, Colo., Faye Johannes, Columbia, May Miller, Kansas City, Paul Sifton, Chicago, Ill., Battle Williams, Chapel Hill, N. C.

The Missouri Society of Japan Prize: Claire E. Ginsburg, Kansas City, and George Werner Freiberger, Washington, Mo.

1921-22.

Eugene Field: Victor Keen, Pueblo, Colo.

Jay L. Torrey: Jamie Marian Babb, Columbia and Blanche Westerman, Fredericktown, Mo.

John W. Jewell Scholarships: Arthur Baermann, Columbia, Irl W. Brown, Dallas, Tex., Thomas B. Hammond, Shelbyville, George M. LeCrone, Jr., Effingham, Ill., Harry L. Mann, Brunswick, Mo., Frederick Tilberg, Dwight, Kan.

Millard's Review Prize: Stephen A. Barker, Odessa.

1922-23.

Eugene Field: Albert Perrin Herndon, Camden Point, Mo.

Jay L. Torrey: Elizabeth Agee, Columbia and Blanche Westerman, Fredericktown.

John W. Jewell: Arthur L. Baerman, Columbia, Paul Caruthers Jones, Kennett, Kan Lee (enrolled in Arts and Science; B. J. also) Peking, China, Franklin L. Miller, Elk Point, S. D., John Francis

Stahl, St. Louis, Marvin J. Wilkerson, Campbell Hill, Ill., Joel David Woflsohn, Chicago, Ill.

Review of the Far East Prize: Merrill Miller, Kansas City, Eugene Webster Sharp, Oklahoma City, Okla.

1923-24.

Eugene Field: Foster Bowman Hailey, Columbia, Mo.

Jay L. Torrey: Margaret Milton, Sedalia, Mo., Myrtle George Thompson, Middlesboro, Ky.

John W. Jewell: Glenn M. Brill, Sedalia, Eva C. Chang, Shanghai, China, Edith May Marken, Hampton, Ia., Jessie Helen Sims, Ieota, Okla., Abe Swet, Denver, Colo., Robert Stillman Tydings, Moberly.

Review of the Far East Prize: Eugene Webster Sharp, Oklahoma City, Okla., Pei-Yu Chien, Shanghai, China.

1924-25.

Eugene Field: Forrest M. Fee Columbia, and Harry Ferguson, Kansas City.

Jay L. Torrey: Margaret Milton, Sedalia, and Berta Mary Mohr, St. Louis.

John W. Jewell: Orland Kay Armstrong, Deland, Fla., Glenn Marsden Brill, Sedalia, Gordon K. Bursh, Athens, Ohio, Ernest S. Hearon, Bucyrus, Kan., Louise R. Rodekopt, Hot Springs, Ark., Ralph W. Taylor, Columbia.

China Weekly Review Prize: Yin-Chih Jao, Washington, D. C.

Special Distinction Award: Jean Schimpff, Scranton, Pa.

Homer Croy Prize: Charles Nutter, Neosho.

1925-26.

Eugene Field: Emery Foster Paxton, Kansas City.

Jay L. Torrey: Janise Wilson Rentchler, Belleville, Ill.

John W. Jewell: C. Herschel Schooley, Effingham, Ill., Rosalee Jo Hanlon, Sedalia, Charles W. Scarritt, Jr., Kansas City, Ralph Bronson Cowan, Peterboro, Canada, Clifford R. Johnson, Aberdeen, S. D., Halliman P. Winsborough, St. Louis, Fred A. Reed, Kansas City, Virginia Lee Cole, Columbia.

China Weekly Review Prize: Thomas Ming-Heng Chao, Nanking, China.

Homer Croy Prize: Foster Bowman Hailey, Columbia.

Special Distinction Award: Marjorie Louise Dooley, Kansas City.

1926-27.

Eugene Field: Fred B. Jeske, Ferguson, Mo.

Jay L. Torrey: Mary Jo Turner, Marionville, Mo.

John W. Jewell: Lester Jacob Sack, Greenville, Miss., Arthur Earl Horst, Sanger, Tex., William H. Menteer, Columbia, Paul H. Lindenmeyer, Fall City, Neb., Helen Jo Scott, Snadon, O.

Homer Croy Prize: Joe Alex Morris, Lancaster, Mo.

Agricultural Journalism: Oscar William Meier, Jackson, Mo.

Homer Croy Prize—Journalism: Elizabeth Hughes, Vinita, Okla.

Special Distinction Award: Sarah Isabelle Louis, St. Louis.

Special Distinction Prize for Women: Helen Ethel Christy, Galesburg, Ill.

A. C. Bayless Prize: Leda Hall, Columbia.

Alpha Delta Sigma Prize: Joyce Alonzo Swan, Marion, Ill.

Gamma Alpha Chi Prize: Franceswayne Allen, Columbia.

Eugene Field Scholarship: John Ralph Whitaker, Falls City, Neb., Ledgerwood Craig Sloan, Cameron, Mo., and Howard Blaine Taylor, Mankato, Minn.

John W. Jewell Scholarships: Mary Katherine Abney, Napton, Mo., Harold Kathmann, St. Louis, Mo., J. Harrell Chapman, Timewell, Ill.,

Vernon Nash, Columbia, Mo., Haskell A. Dyer, Browning Ill., Lester Jacob Sack, San Antonio, Tex., Lee Orville Hills, Price, Utah, Hazel Henrietta Sievers, Springfield, Mo., Mary Paxton Keeley, Columbia, Mo., Clark S. Luther, Columbia, Mo.

Jay L. Torrey Scholarship: Mary Theodora Shapiro, New York City.

Journalism Alumni Scholarship: Mary Eloise Coulter, Sweet Springs, Mo.

The enrollment figures given below include regular and special students and those from other divisions enrolled in any journalism classes.

ENROLLMENT

The enrollment figures given below include regular and special students and those from other divisions enrolled in any journalism classes.

Year	Men	Women	Total
1908-09	84	13	97
1909-10	101	13	114
1910-11	145	17	162
1911-12	111	19	130
1912-13	102	15	117
Summer	19	6	25
1913-14	120	22	142
1914-15	183	28	211
Summer	24	18	42
1915-16	232	43	275
Summer	31	19	50
1916-17	246	59	305
Summer	30	22	52
1917-18	113	60	173
1918-19			
Fall	52	38	90
Winter	55	34	89
Spring	43	18	61
Summer	27	7	34
1919-20			
Fall	151	73	224
Winter	162	81	243
Spring	88	58	146
Summer	52	24	76
1920-21			
Fall	170	90	260
Winter	219	81	300
Spring	132	80	212
Summer	55	23	78
1921-22			
Fall	206	111	317
Winter	240	116	356
Spring	109	52	161
Summer	51	16	67
1922-23			
Fall	213	112	325
Winter	203	100	303
Spring-summer	75	20	95
1923-24			
First semester	196	114	310
Second semester	183	110	293
Summer, 1924	61	30	91
1924-25			
First semester	157	108	265
Second semester	198	109	307
Summer, 1925	63	26	89
1925-26			
First semester	200	100	300
Second semester	225	121	346
Summer, 1926	58	34	92
1926-27			
First semester	222	144	366
Second semester	241	152	393
Summer, 1927	67	36	103
Intersession, 1927	16	10	26
1927-28			
First semester	259	155	414
Second semester	267	145	412

NUMBER OF GRADUATES

This tabulates the numbers who have received a bachelor's degree in journalism, and does not include those who have received a master's degree.

YEAR	MEN	WOMEN	TOTAL
1909	1	0	1
1910	5	1	6
1911	10	0	10
1912	9	1	10
1913	17	5	22
1914	16	3	19
1915	16	3	19
1916	9	9	18
1917	31	7	38
1918	14	12	26
1919	6	12	18
1920	29	7	36
1921	23	24	47
1922	39	33	72
1923	53	32	85
1924	71	47	118
1925	51	39	90
1926	47	29	76
1927	60	49	109
1928	57	39	96
Total	564	352	916

Curators of the University of Missouri

1908 to 1928

Campbell Wells, Platte City
C. B. Faris, Caruthersville
David R. Francis, St. Louis
Walter Williams, Columbia
B. H. Bonfoey, Unionville
J. C. Parrish, Vandalia
J. V. C. Karnes, Kansas City
P. E. Burton, Joplin
S. L. Baysinger, Rolla
George B. Dorsey, Columbia
Curtis B. Rollins, Columbia
Charles E. Yeater, Sedalia
Thomas J. Wornall, Liberty
James C. Swift, Kansas City
G. L. Zwick, St. Joseph
Albert D. Nortoni, St. Louis
Sam Sparrow, Kansas City
H. B. McDaniel, Springfield
John H. Bradley, Kennett
George E. Muns, Montgomery City
Milton Tootle, St. Joseph
James E. Goodrich, Kansas City
H. J. Blanton, Paris
E. Lansing Ray, St. Louis
George L. Edwards, St. Louis
Frank M. McDavid, Springfield
J. P. Hinton, Hannibal
C. F. Ward, Plattsburg
Mercer Arnold, Joplin
Frank H. Farris, Rolla
A. A. Speer, Jefferson City
H. W. Lenox, Rolla
George C. Willson, St. Louis

Faculty of Journalism

in 1928

Stratton Duluth Brooks, A.M., LL.D.,
President of the University.
Walter Williams, LL.D.,
Professor of History and Principles of Journalism, Dean of the Faculty of Journalism.
Hermann Benjamin Almstedt, B.L., Ph.D.,
Professor of Germanic Languages, and of the Teaching of German.
John Sites Ankeney, A.B.,
Professor of Theory and Practice of Art.
Jay William Hudson, A.B., A.M., Ph.D.,
Professor of Philosophy.
Frank Lee Martin, A.B.,
Professor of Theory and Practice of Journalism.
James Harvey Rogers, Ph.D.,
Professor of Economics.
Frank Fletcher Stephens, Ph.D.,
Professor of American History, Assistant Dean of the Faculty of Arts and Science.
Frederick Monroe Tisdel, A.B., A.M., Ph. D.,
Professor of English, Dean of the Faculty of Arts and Science.
Jacob Warshaw, Ph.D.,
Professor of Romance Languages.
Robert Stanley Mann, B.J., M.S.,
Professor of Journalism.
John Harold Casey, B.J.,
Assistant Professor of Journalism (on leave).
Emery Kennedy Johnston, B.J.,
Assistant Professor of Advertising.
Thomas Cecil Morelock, B.J., A.M.,
Assistant Professor of Journalism.
Eugene Webster Sharp, B.J., A.M.,
Assistant Professor of Journalism.
Frances Dabney Grinstead, B.J.,
Instructor in Journalism.
Helen Josephine Scott, A.B., B.J.,
Instructor in Journalism.
Thomas Leslie Yates, B.J.,
Instructor in Advertising.
William Henry Lathrop,
Assistant in Photo-Illustration.

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